

JAN 14 1930

THE Publishers' Weekly

The American Book TRADE JOURNAL

62 West 45th Street, New York

VOL. CXVII NEW YORK, JANUARY 11, 1930

No. 2

BYRON

By the Author of "Disraeli"
ANDRÉ MAUROIS

COMING

THE GREATEST BIOGRAPHY YET WRITTEN
BY ANDRÉ MAUROIS, THE AUTHOR OF
"ARIEL: THE LIFE OF SHELLEY" AND "DIS-
RAELI: A PICTURE OF THE VICTORIAN AGE."

ILLUSTRATED. \$5.00

D. APPLETON AND COMPANY
35 West 32nd Street, New York

The Ryerson Press, Queen and John Streets, Toronto,
Ontario, handles the Appleton trade list in Canada.

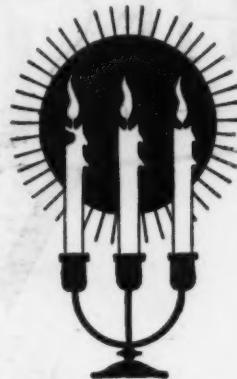
*Customer Wants A
Good Novel?*

Reach for

CANDLES IN THE SUN

By Dorothy Graham

A comedy of love—and cross purposes—in the smart Anglo-American society of modern Florence. Written with the delightful sparkle of "The French Wife." *Ready Jan. 16.* \$2.50



THESE LORDS' DESCENDANTS

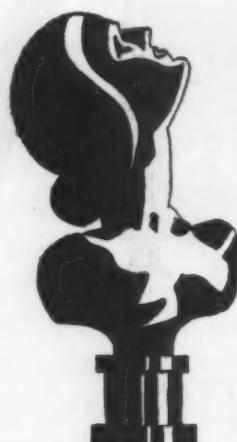
By Gloria Goddard

The whole glowing canvas of American history unrolls in this vivid novel—the story of one family, from the Puritans down to the most modern revolt against marriage. *Ready Jan. 23.* \$2.50

THE RELUCTANT MADONNA

By Marguerite Steen

Lovely Miranda—generous in a mad moment before marriage—is forced into a niche of inhuman purity. But one man realizes that *the Madonna is reluctant*. An entertaining new novel by the author of "Dark Duel." *Ready Feb. 6.* \$2.50



*Our Slogan: Buy
your books of
your bookseller.*

—And At Last! Unique of Its Kind!

HOMECRAFT RUGS

By Lydia LeBaron Walker

The only comprehensive treatment of a fascinating subject—rugs that any woman can make at home. Clear, simple, with many diagrams and a brief history of homemade rugs. Illustrated. *Now ready.* \$5.00

443 4th Ave. FREDERICK A. STOKES COMPANY New York

A New Book from America's Most Popular Author



ANY very good bookdealer who looks over his sales records will hardly be surprised to find that in the last five years he has sold more books by Kathleen Norris than any other living American author. Altogether, more than 1,500,000 of her novels have been sold—every copy through a book-store. Every new Norris novel has outstripped the sales of its predecessor. Every Norris book makes \$100,000 for American booksellers. Mrs. Norris' public is always eager for more.

Now comes "Passion Flower," the romance of a girl who sacrificed everything—except love. It is more daring, more tender, more dramatic than "Red Silence," whose advance set a new high for Kathleen Norris. It should have an even greater success. Scale your orders accordingly and be ready for your share of the plus sales!

PASSION FLOWER

by KATHLEEN NORRIS

PUBLISHED JANUARY 24TH.

DOUBLEDAY, DORAN

\$2.00

news

DISCOVERED:

Another Graham Greene!

James Lansdale Hodson, author of *Grey Dawn—Red Night*, writes with the same beauty and terrific power that whirled *The Man Within* to fame in England and America. His book is hailed abroad as "worth many *All Quiets*" and "the best of all war novels." (Jan. 24; \$2.50.)

Would the Professor of Applied Psychology take her in hand, study her carefully, and find out whether she really was a moron or not? Would he? Did he? Don't be silly. Lucian Cary has produced in *One Lovely Moron* (Jan. 10; \$2.00) a rollicking romance that has already set hundreds of *College Humor* readers in roars.

A NEW NOCTURNE from Swinnerton

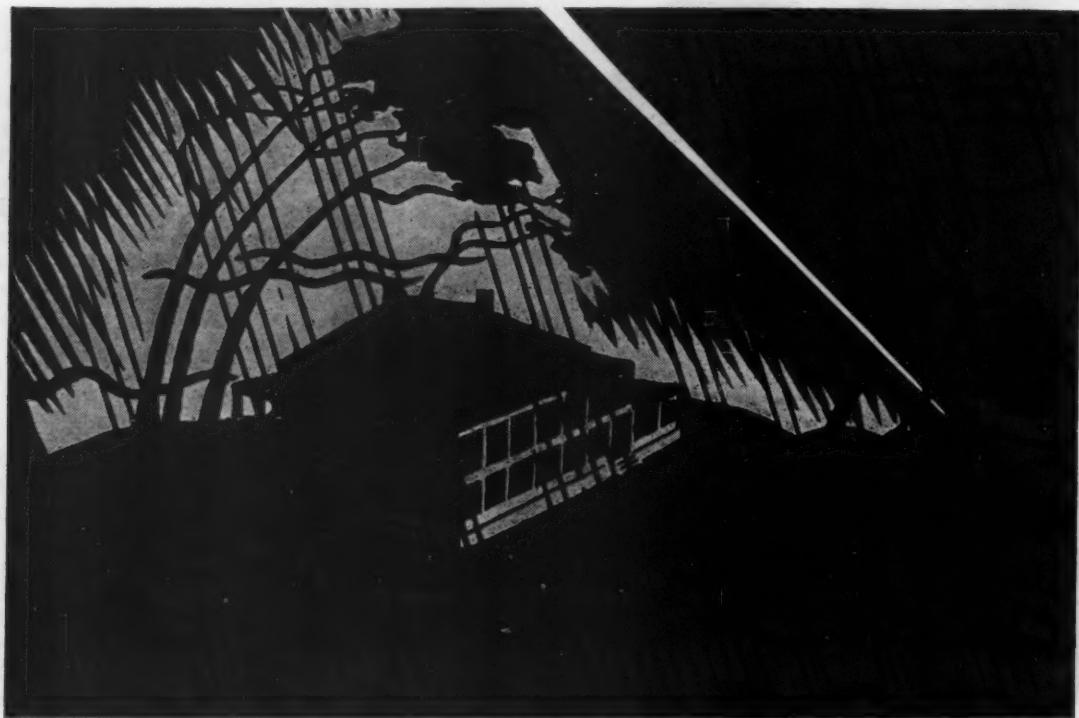
Frank Swinnerton's new novel, *The Young Idea*, is a romance in a London suburb, with characters as charming as those who made *Nocturne* the literary sensation of its season and a steady best-seller. Mr. Swinnerton calls this enchanting story of love and a clerk in a London office "a comedy of environment." (Jan. 24; \$2.50.)

Montague Glass filled two permanent niches in the American hall of fame when he created Potash and Perlmutter. His new book *You Can't Learn 'Em Nothin'* presents eight short stories of New York and Hollywood, in the flashiest and funniest Glass manner—(Jan. 24; \$2.00).

Doubleday, Doran

An Intelligent and Subtle Mystery Story!

You can recommend it without hesitation—
for your customers are sure to enjoy it!



RA-TA-PLAN-!

By DOROTHY OGBURN

Rain, rain, rain! Nerves frayed by the merciless violence of a tropical storm, and the sodden, tangible heat of a Georgia August.

A party of musicians, sophisticated and temperamental—intimate friends—escape the shimmering asphalt of New York and come on a house-party to Judge Rutherford's gracious, broad-verandahed house on a lonely island off the Georgia coast.

A wild storm lashes the island. The rain closes down like a blanket. Communication with the mainland is cut off...

And then a member of the house-party is brutally shot. Which one of this brilliant, amiable, and cosmopolitan group is a murderer? Who eats at the same table, plays, drinks and laughs with them all day, and at night is awake in the dark, quiet house, waiting, waiting, revolver in hand, for the next mounting arpeggio of thunder? Who will be the victim?

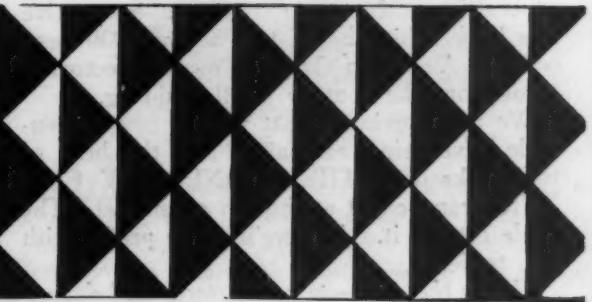
We are tremendously enthusiastic about this story and will advertise it vigorously. Ready January 24. \$2.50

Boston LITTLE, BROWN & COMPANY Publishers

WE NOMINATE FOR THE LITERARY HALL OF FAME



Mary Agnes Hamilton

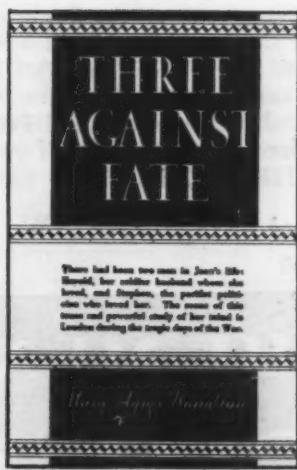


Because she is the author of THREE AGAINST FATE, a tense and powerful story of a woman whose husband is on trial for the murder of the man he thought her lover.

Because she is a Member of the House of Commons, author of the widely discussed biography of Ramsay MacDonald, and is visiting America at the present time on a lecture tour.

Because in her novel she has found a new angle in the age-old triangle.

To be published
Jan. 24 at \$2.50



HOUGHTON MIFFLIN COMPANY

To turn a good seller into a **best seller** —



We are making this *SPECIAL OFFER*:
PLEASE READ CAREFULLY

CULTURE by John Cowper Powys started well and is going better. Sales, reviews, advertising, and its general increasing popularity, combine to give this book a big chance to lead the 1930 best-sellers. And John Cowper Powys is lecturing throughout the country all this spring.

We are convinced that with a new nation-wide advertising campaign, and the help of the booksellers, THE MEANING OF CULTURE can be put at the top of the list. The trade can do it. And we'll share profits with the trade.

Here's the offer—to retail stores and department stores alike, in any city, regardless of size:

On all orders for 50 or more copies of THE MEANING OF CULTURE placed between now and February 15, we will ship prepaid, NO CHARGE, an additional number of copies to twenty per cent of the quantity ordered.

If orders are placed in quantities of less than 50 copies, either direct to us or to the jobbers, make duplicates of the orders; if on February 15 the total quantity ordered is 50 or more, mail us the duplicate orders and we will then send you additional FREE copies of **THE MEANING OF CULTURE** to twenty per cent of the total quantity of your orders placed between now and Feb. 15.

Here's how it works: if you order 50 copies of **THE MEANING OF CULTURE**, you get

Third large printing **W. W. NORTON & COMPANY, Inc.**
\$3.00 **70 Fifth Avenue, New York**

THE MEANING OF CULTURE

By JOHN COWPER POWYS

at once 10 copies free; if you order 100, 20 copies free; and so on. If your future orders, in quantities less than 50 each, *build up* to 50 by February 15, you *then* get 10 copies free; if they build up to 100, you get 20 copies free; and so on.

Here is the accelerating sales record to date on **THE MEANING OF CULTURE**: Advance sale to September 30—2264 copies

| | | | | |
|-----------|----|---|------|--------|
| September | 30 | — | 2264 | copies |
| October | | | 1018 | copies |
| November | | | 1457 | copies |
| December | | | 2091 | copies |

Of the Dec. sales 300 were *after* Christmas.
Baker and Taylor have reordered 6 times
Kroch's in Chicago has reordered 5 times
The American News Co. has reordered 7 times
Beacon Book Shop has reordered 9 times
Old Corner Book Shop in Boston has re-
ordered 7 times
Wanamaker's, Philadelphia, 5 times

Wakamakers, Philadelphia, 3 times

Many booksellers have already got behind THE MEANING OF CULTURE. Mrs. Morris at Paul Elder's writes "It's a grand book!" Mrs. Hahner at Marshall Field's is enthusiastic. Mr. Korner and Mr. Jackson have been listing THE MEANING OF CULTURE among Cleveland best-sellers since October.

Now is the time to take advantage of this offer. It amounts to an *additional* discount of 20%. And remember—you are not required to plunge; you can try it out in small quantities and *still* get 20% of your quantity free, if you buy 50 copies by Feb. 15.



from THE INNER SANCTUM of SIMON AND SCHUSTER

Publishers • • 37 West 57th Street • • **New York**

 Your Correspondent begins his first 1930 lecture with a short summary of 1929.

Yes, it was the biggest of the six years . . . Sales over 50% ahead of 1928 . . . Y. C. hides his head in shame to think that this record was achieved during a year when he was out of the office over half the time (has been back since October, feeling better than ever) . . . The year was studded with more good selling books than usual, though no New Highs For All Time were achieved . . . Among the best sellers were *The Art of Thinking* (125,000 copies, of which 115 were sold in 1929), *The Cradle of the Deep* (127,000), *Caught Short* (107,000), *Believe It or Not* (56,000), *Mansions of Philosophy* (23,000), *Twelve Against the Gods* (14,000), *Wolf Solent* (15,000), three *Cross Word Puzzle* books (ranging from 18,000 to 22,000) . . . Best of all, with the probable exception of *Caught Short* and *Cradle of the Deep*, these books as well as *The Anagram Book*, *Bambi*, *Class Reunion*, *LENZ's Contract Bridge*, *How's Your Bridge*, *Peter the Great*, *Psychology of Happiness* and *The Story of Philosophy*, look good for 1930, with the possibility that some (notably *The Anagram Book* and *Twelve Against the Gods*) may develop into bigger sellers . . .

 *The Inner Sanctum* will shortly (April or May) become an actuality in addition to an idea. A lease has just been signed for a new *Essandess* office. The location is further downtown where the rents are a little bit lower, and as a result Your Treasurer will feel disposed toward bringing the *Inner Sanctum* concept into a reality, in the form of a big, light room, with plenty of comfortable chairs, books and typewriters, a kitchenette and, who knows, maybe a Frigidaire. There is a rumor that occasionally the room is also to witness the layout of a book, the construction of an ad and the signing of a contact. But more details some other day.

 Meanwhile, on January 23rd The Frigidaireless *Inner Sanctum* will publish "—& Co." by JEAN-RICHARD BLOCH. It is the February selection of *The Book League of America*. The price is \$3.00—high for fiction, but not for this novel. Because:

1. It is over 150,000 words
2. It is translated from the French
3. It is octavo in size, not 12mo, and over 400 pages.



JEAN-RICHARD BLOCH, author of
"And Company"

 Romain Rolland has written the introduction, and it has superlative tributes from Arnold Bennett; Paul Claudel, the French Ambassador to America; from Van Wyck Brooks, Israel Zangwill . . . as well as from the Editor of *Essandess*.

 It is a long volume, mind you, and Your Correspondent warns the prospective reader that he has about forty pages to read carefully before Impossible-to-lay-it-down state arrives.

 A little inside on its publication: the book was written between 1911 and 1914 and was about to be published when war broke out. M. BLOCH corrected proof in a hospital while suffering severe wounds. The volume itself was published the day the German army entered Montdidier. Not being a war book, it was practically unnoticed. But the sale grew steadily, until in 1925 the author revised the entire manuscript (from which C. K. SCOTT-MONCRIEFF has made an admirable translation). Since then it has a very large sale in France.

 Booksellers may wonder at the title: "& Co." It is the story of two brothers who came from Alsace to start a company in France. The book concerns itself with the dynasty of the business and the family, and the action covers about forty years.

 Your Correspondent recommends that when the stock comes in it be shown to the type of customer who liked *Wolf Solent* and *Power, Of Human Bondage* and *The Magic Mountain*, and that it be kept a secret from Crime Club connoisseurs and Cross Word Puzzle addicts.

—ESSANDESS.

NEW FICTION FOR THE NEW YEAR

MARY'S CHILDREN



By Martha King Davis

LUXURY! FREEDOM! PLEASURE! LOVE!

The girl of today wants them all.

Patricia Penfield believed she could have them. Her mother, Mary, was wiser, and she realized that Patricia must find out true values for herself.

MARY'S CHILDREN is a love story with a deeper human conflict in the adjustment of two generations.

The author has treated her characters with humor, understanding and sympathy.

\$2.00

Publication Date—January 13th.

THE TRAIL OF THE LOTTO



By Anthony Armstrong, author of "The Trail of Fear," "The Secret Trail"

Jimmy Rezaire again!

This time the shrewd, amusing, ingenious ex-criminal, ex-Scotland Yard ally, is a private detective. When he starts on the trail of the Lotto—a valuable painting—trouble begins, and the result is one of the most exciting and original mystery-adventure stories. For the mystery story fan who is tired of mere puzzles, and wants something to stir the blood.

\$2.00

Publication Date—January 13th.

MACRAE • SMITH • COMPANY — Philadelphia

2 DUTTON FAST SELLERS which start the new year **with** Big Sales...Big Publicity...Big Advertising

WHEN A WOMAN

has found no romance in her marriage

WHAT IS SHE TO DO!

• GATHER THE STARS •

ESCAPE?



\$2.50

by DIANA PATRICK

Author of The Rebel Bird

A NEW LOVE ROMANCE

This novel will appeal to all women
—Its theme is daring—One which
every woman has thought about...

Any woman who reads this book
may forget the title or the author's
name, but she will never forget
the theme of the story. + + +

• THE MIRACLE OF PEILLE •

The Best Reviewed Book in December

By J. L. Campbell, author of "Face Value." \$2.50

Here, in part, is what sixteen prominent newspapers, critics, etc., have to say of this book.

John Clair Minot, Boston Transcript: ". . . book of great beauty."

Philadelphia Public Ledger: ". . . one of the outstanding books of the year."

N. Y. Herald Tribune: "It stands alone in quiet dignity."

Dr. Henry Howard: "It leaves me breathless with wonder."

N. Y. Evening Post: "A simple lovely prose and a sincerity that quite prevails over our incredulity."

Robertus Love, St. Louis Globe Democrat: "Written with artistic skill."

Hartford Courant: "A tale of breath-taking beauty."

N. Y. Times: ". . . as refreshing as an oasis in the desert."

Dr. Norwood, St. Bartholomew's, New York: "Quite the most remarkable thing of its kind in recent years."

The Commonwealth: "He has written with sincerity, dignity and charm."

Baltimore Sun: "A very lovely idyll."

E. P. DUTTON & CO., Inc., 300 4th Ave., New York City

100 distinguished authors write two amazing books

Thomas A. Edison
 Sherwood Anderson
 Calvin Coolidge
 Gertrude Bell
 George Bernard Shaw
 J. Ramsay MacDonald
 Richard E. Byrd
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 Romain Rolland
 David Lloyd George
 Bertrand Russell
 Will Rogers
 Edwin Arlington Robinson
 Sir Arthur Keith
 Herbert Hoover
 Arthur Schnitzler
 Countess Leo Tolstoy
 Vilhjalmur Stefansson
 Deems Taylor
 Viscountess Astor
 Margaret Culkin Banning
 Roy Chapman Andrews
 Primo de Rivera
 Theodore Dreiser
 Henry Ford
 Luigi Pirandello
 Carl Sandburg
 Alfred E. Smith
 Rudyard Kipling
 Lewis Mumford
 John Dewey
 Marshall Foch
 Serge Voronoff
 Sigmund Freud
 William T. Tilden II
 G. K. Chesterton
 Lady Drummond-Hay
 H. G. Wells
 Alice Meynell
 T. P. O'Connor
 Georges Clemenceau
 Dr. S. Parkes Cadman
 Vachel Lindsay
 Katherine Fullerton Gerould
 Clarence Darrow
 Muriel Draper
 Hugh Walpole
 André Maurois
 William Ralph Inge
 Pio Baroja
 Carrie Chapman Catt

THE AMERICAN AND EUROPEAN SCRAP BOOKS

Edited by William Griffith

THE distinguished men and women of our generation have given of their best in these two volumes. From books, magazines, theatres, newspapers, dinner tables, debates, lectures, and addresses—the best has been selected and given a full and satisfying treatment.

For your customers who like Literature, Science, Biography, Exploration, Business, Religion, Art and Music, Politics, Philosophy, or the Theatre. * * The books are readable and original in format, beautifully illustrated, and bound in blue cloth, with red-and-gold stamping, boxed for convenient display.

A Notable Feature

In the European Scrapbook is an excerpt hitherto unpublished in America from

All Quiet On The Western Front

by the celebrated German author, Erich Maria Remarque.

Everyone who read the American edition will be eager to read this extraordinary incident.

THE SET

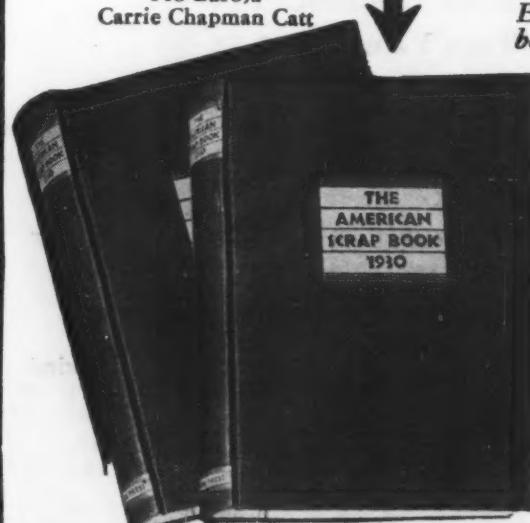
\$7.50

Publication Date

February 1, 1930

THE FORUM PRESS

441 Lexington Ave., New York, N. Y.





THE HUMAN MIND

BY KARL MENNINGER, M. D.

THE LITERARY GUILD SELECTION FOR FEBRUARY



COMPLEXES made simple—insanity sanely explained! Here at last is the popular book on the human mind at work behind familiar, living faces and personalities. Those people who have been wavering between Adler, Jung, Freud, etc., now have in one book a complete survey of the whole field of psychiatry. A book to help the reader to a new understanding of not only his own but his neighbor's personality. \$5.00

Booksellers and Jobbers will receive an additional discount of 5% of the list price (twenty-five cents per copy) on all copies bought from us before May 4, 1930. On any copies of Logan Clendening's THE HUMAN BODY that are ordered at the same period and accompany orders for THE HUMAN MIND, the same additional discount will be allowed.

Both volumes boxed, \$10.00

To be published February 3rd

ALFRED·A·KNOPF · 730 FIFTH AVENUE, N. Y.





Announcing

- (1) An American novel which we believe to be unsurpassed in contemporary literature.
- (2) The Literary Guild Selection for March. Publication March 1st.
- (3) An extra 5% discount on all orders up to May 1st, 1930.

The GREAT MEADOW

By ELIZABETH MADOX ROBERTS

A novel of early pioneering days by the author of THE TIME OF MAN—a swift narrative, exciting, human—the big American novel of the Spring.

\$2.50



THE VIKING PRESS
18 E. 48th Street, New York

Morrow Mysteries 100% Successes!

IN a period of four years, from more than 600 detective story manuscripts, we published only six mystery novels. As a result of this careful selection, *every Morrow mystery has gone over.*

WE are maintaining our standard and announcing for

JAN. 30

The Crying Pig Murder

by VICTOR MacCLURE

A KEENLY intelligent and logical solution of an unusual murder mystery with the finest court-room scenes we have seen since *The Bellamy Trial*. Those who remember the skill and ingenuity of Victor MacClure's earlier mysteries will welcome this author back into the detective story field after so long an absence

\$2.00

FEB. 6

Murder at High Tide

by CHARLES G. BOOTH

Author of Gold Bullets, etc.

THE setting is a forbidding island of the California Coast. Two murders—each committed as the high tide foams in over the rocks. Anatole Flique, the Paris detective, finds six men and one girl on the island—all with motives for killing Dan Paradoss. There are even more thrills and greater suspense in the solution of this mystery than in Mr. Booth's last success, *Gold Bullets*.

\$2.00



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The book that fifty thousand
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Her most exciting novel since "THE CIRCULAR STAIRCASE," "THE MAN IN LOWER TEN" and "THE BAT".

FARRAR & RINEHART, Incorporated

Introducing a great adventurer,
FRED PULESTON
and a great illustrator,
ANDRÉ DURENCEAU



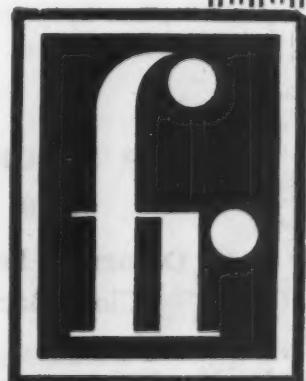
AFRICAN DRUMS

Dr. Puleston was fourteen years in Africa. His book is the dramatic account of his life there as a trader, when fighting men, beasts and disease was the daily routine. There are countless exciting incidents: crocodile fights, selecting a harem, a native choking a boa constrictor bare-handed, etc.

Coming April 4th Illustrated, \$4.00

André Durenceau, illustrator of Dr. Puleston's vivid narrative, has caught the jungle spirit in a series of amazing, brilliant drawings. There are numerous illustrations in black and white, as well as a frontispiece, end-sheets and title page in five colors.

12 East 41st Street, NEW YORK





THE SUN'S DIARY

*A Book of Days
for Any Year*

**The Perfect New Year's Gift Book
For Boys and Girls and Grown-Ups**

Edited by Elizabeth Coatsworth

Decorated by Frank McIntosh



*"The sky
is that old parchment
in which the sun
and the moon
keep their diary."*
—Kreymborg.



Anne Carroll Moore in The Three Owls, says:

A New Year's or birthday gift equally attractive to a girl just entering the teens or to an older lover of the stars, the winds and the birds—to any one who likes to be taken out of doors in the New Year . . . For the reference and reading room of a public library "The Sun's Diary" may take a unique place by preserving significant events in the life of the children's room from year to year. . . . A distinctive book, good for many a year.

ORDER STOCK NOW

\$2.00

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**THE MACMILLAN
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Sir James Barrie

chose this novel
for the English Book Society

THE LACQUER LADY

by F. Tennyson Jesse

THIS novel is certain to repeat in America the success it has already enjoyed in England because: 1) It bears the recommendation of the biggest names in English literature today. 2) It is a thumping good story, filled with oriental pageantry, barbaric splendor, treachery and intrigue in old Mandalay. 3) The author's reputation is already established among a wide American public. 4) The novel will be promoted and advertised on a national scale befitting its real worth.

Publication January 28—Price \$2.50

THE MACMILLAN COMPANY
60 Fifth Avenue—New York

CLEMENCEAU'S BOOK STIRS TREPIDATION

Its Criticisms Are So Severe
That Publication Is Likely to
Be Withheld

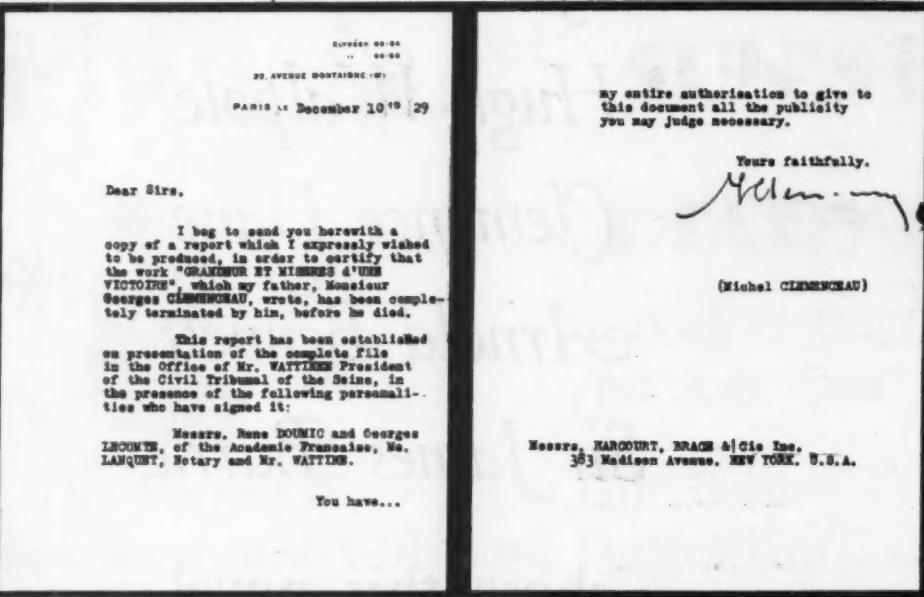
POINCARE FOLLOWS

Former Premier
Man — Senator
and 10 Per Cent

By P.
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MEMOIRS

by G.



Letter from Michel Clemenceau (reproduced above) to Harcourt, Brace and Company

Dear Sirs;

I beg to send you herewith a copy of a report which I expressly wished to be produced, in order to certify that the work, "GRANDEUR ET MISERES D'UNE VICTOIRE," which my father, Monsieur Georges Clemenceau, wrote, has been completely terminated by him, before he died.

This report has been established on presentation of the complete file in the Office of Mr. WATTINEE President of the Civil Tribunal of the Seine, in the presence of the following personalities who have signed it:

Messrs. René DOUMIC and Georges LECOMTE, of the Académie Française, Mr. LANQUET, Notary and Mr. WATTINEE.

You have my entire authorization to give this document all the publicity you may judge necessary.

Yours faithfully, Michel CLEMENCEAU.

**UNEXPURGATED, AS SHOWN BY THESE DOCUMENTS, C
MOST SENSATIONAL MESSAGE — ABOUT THE WAR AND IT
THE FUTURE — ABOUT LLOYD GEORGE, FOCH, WILSON,*
NOW ASSURED EARLY PUBLICATION.****

*You remember the Tiger's famous remark about Wilson,—"I have never seen a man who talked so much like Jesus Christ, and acted

**The manuscript is in the hands of the translator.

HARCOURT, BRACE AND COMPANY, 383 MADISON A

S of a VICTORY

GEORGES CLEMENCEAU

Le 5 décembre 1929

Nous soussignés.

Attestons que nous avons eu entre les mains et examiné l'ouvrage laissé par M. Georges CLEMENCEAU, sous le titre GRANDEUR ET MISERES D'UNE VICTOIRE, entièrement corrigé de sa main.

Nous avons constaté que l'ouvrage était entièrement terminé par M. CLEMENCEAU et qu'il restait uniquement à faire un travail de révision commencé par Madame JACQUEMaire sous la direction de M. CLEMENCEAU et qu'elle a reçu de lui-même mission de poursuivre avec les documents laissés par M. CLEMENCEAU et préparés par lui pour être insérés dans son texte.

Le dernier chapitre est intitulé "LE SOLDAT INCONNU" et se termine par ces mots "La France sera ce que les Français auront mérité."

Rene Doumic Georges LeComte
& Wattine Me. Lanquet

Translation

"We, the undersigned, affirm that we have examined the work left by M. Georges Clemenceau under the title GRANDEUR ET MISERES D'UNE VICTOIRE, entirely corrected by his own hand. We have found that the work was completely finished by M. Clemenceau and that nothing remains to be done except a final revision for the press undertaken by his daughter, Madame Jacquemaire, under M. Clemenceau's direction, and the insertion in the text of a few documents which M. Clemenceau had entrusted to her to insert in their proper place.

"The last chapter is entitled 'The Unknown Soldier' and ends with these words: 'France will be what the French people will have merited.' "

Rene Doumic

Georges LeComte

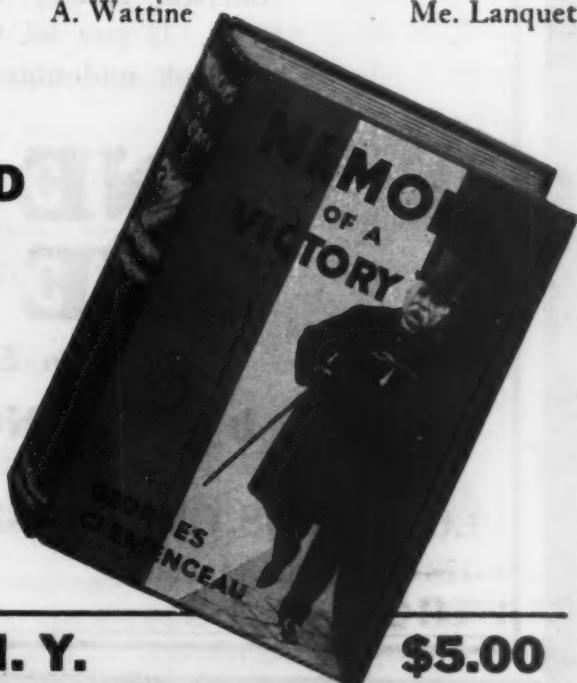
A. Wattine

Me. Lanquet

ITS, CLEMENCEAU'S LAST AND
ND ITS AFTERMATH – ABOUT
SON,* PERSHING, ETC. – IS

... and acted so much like Lloyd George."

SON AVENUE, NEW YORK, N. Y.



\$5.00

*A Sensation in England where it is
selling over 1,000 copies a day*



VERNON JOHNSON'S
frank, sincere exposi-
tion of his intellectual
and emotional conversion
from the Anglican to the
Roman Catholic Church is

bound to create as much interest in America
as in England. "Father Vernon" was, until
1925, one of the most popular of the younger
men in the Episcopal Church. During that
year, however, the germ of doubt was first
planted in his mind as he made a trip to the
shrine of Sainte Therese at Lisieux. There
followed a period of complete uncertainty
and gloom until finally there came an irre-
sistible call to Rome.

This book has an important audience in
America—among Catholics and Episcop-
lians. If you let these people know about
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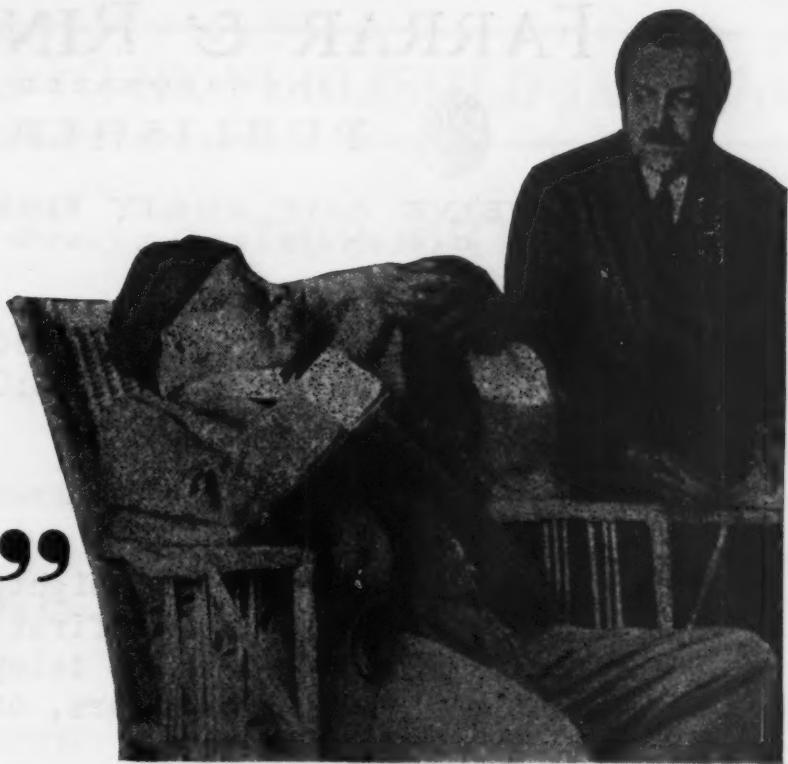
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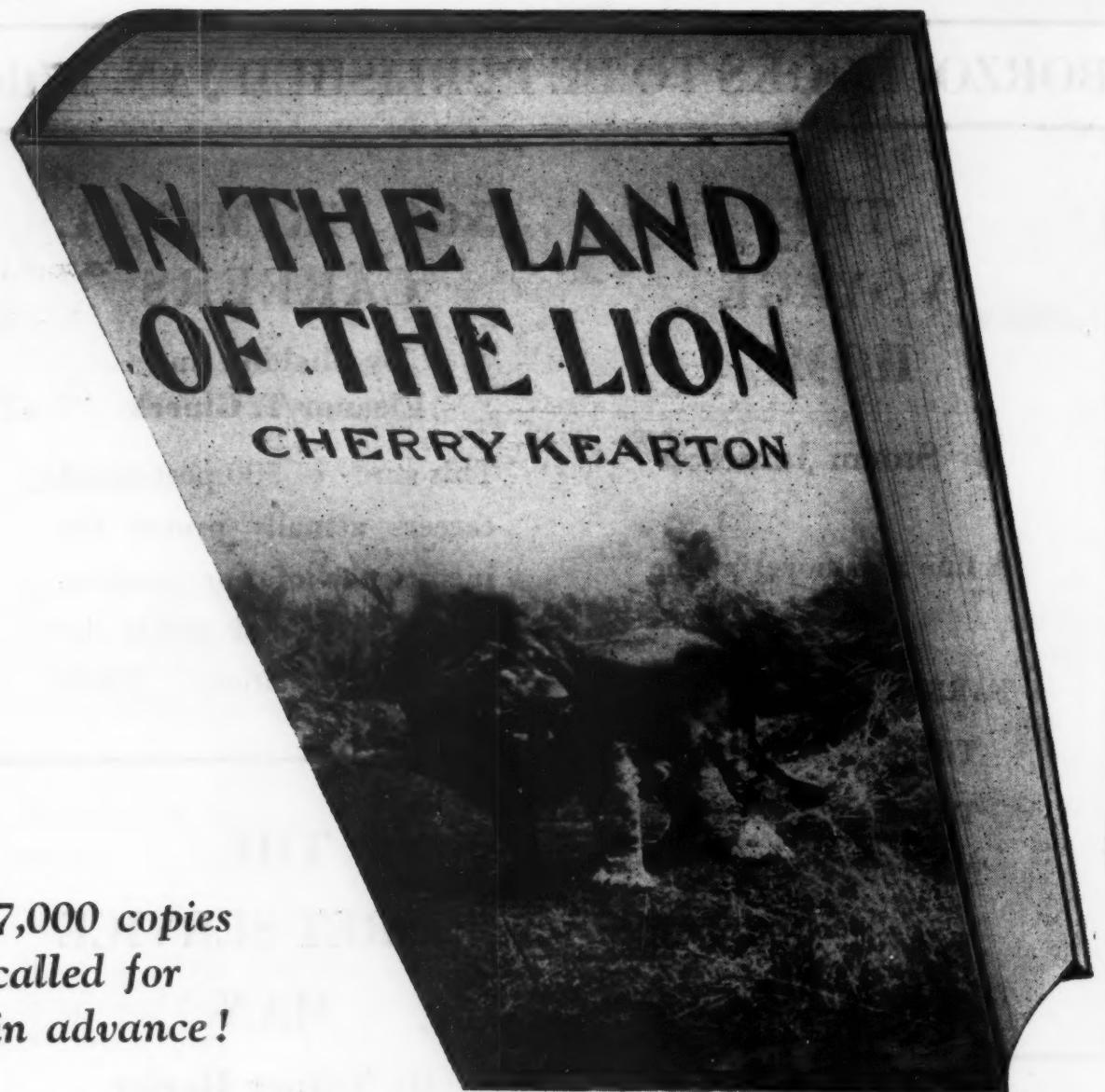
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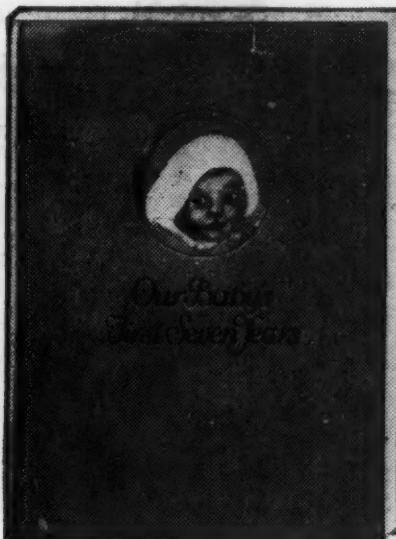
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JANUARY 11, 1930

How to Sell Books by Telephone

There Is a Definite Technique to Selling by Telephone, the Most Important Factor of Which Is to Concentrate on a Definite Book or Group of Books

Ruth Leigh

DURING this post-holiday season when business seems lulled after the big excitement, there is often a tendency on the part of booksellers to take this slow-selling period for granted. Instead of thinking: "Oh, well, people aren't buying many books right now," there is an excellent means at your disposal to dig up many additional sales. I refer, specifically, to selling books by telephone.

It works this way: if your book customers, regular or occasional, are not coming to your store now to choose books, why not try to sell them books right in their own homes? Instead of waiting for them to be reminded of a need which will bring them in a profitable plan is to remind them of interesting books by telephone.

Selling by telephone is a much-misunderstood procedure in most stores, and booksellers are particularly dubious about it. In one town in New York State, when I suggested to a bookseller that he organize a regular telephone-selling campaign, he replied promptly: "Oh, you can't sell by telephone in this town. It's an old, conservative place and the public won't stand for it." Yet, when I went around the corner and talked with another bookseller about the same idea, I was told: "Oh, yes, we use the telephone with remarkable success. In fact, if it weren't for the tele-

phone we wouldn't sell half the books we do."

This incident is mentioned to show that there is frequently a grave misconception about selling possibilities right in your own town. Instead of dismissing a merchandising idea with a sweeping: "it-can't-be-done," it often pays to investigate its soundness. There is always the likelihood that while you are insisting the plan is not workable, your competitor around the corner is trying it out with success. Telephone selling is a striking example of a plan dismissed as impossible by many booksellers, yet which others employ with startling profit.

Can books be sold by telephone? Unquestionably. Booksellers reading this can probably recall experience after experience of sales made over the telephone. One bookseller in New York State, a woman, reports that she sold fifty-two copies of a handsome, important book on architecture priced \$12.50 because the author happened to have been born in that particular town! "I simply got together a list of old residents of this town—people whom I knew would remember this man and be interested in his work—and told them about his new book. Practically every one I spoke to ordered a copy."

Another bookseller in a Connecticut

town reports that he sells most of his detective fiction by telephone. "I've compiled, after a few years, a good list of men and women who are detective story 'fans.' Whenever a new crime, mystery or detective story appears I immediately go down my list on the telephone and it is astonishing how many orders I take. I've succeeded in selling as many as twenty-five out of twenty-five phone calls."

These are actual experiences which could be multiplied many times. There is no question about it—books *can* be sold by telephone. Booksellers all over the country *have sold them* in this way; they are now selling them. You cannot tell whether or not *your* store can sell by telephone until you try.

An interesting point to bear in mind is this: many booksellers condemn telephone selling as "impossible" or "no good for this town" or "too much trouble" because of personal failure in two or three instances, or because they have had more turn-downs than selling successes. In considering telephone selling, it is well to remember that personal failures should not constitute a sweeping condemnation of the whole method. Because you, or someone in your store has failed on several occasions to sell books by telephone does not mean that the idea itself is impractical. It may merely signify that the correct procedure has not been followed.

There is a definite technique to selling by telephone—a right way and a wrong way. Although many booksellers may not realize it, it is often inattention to some seemingly trivial step in telephone selling that spells failure. Let us consider, simply, some of the basic steps in selling books by telephone, which, when combined, form the technique.

To sell books successfully by telephone, you need:

1. A definite title, or type of book.
2. A good list of potential customers for the books.
3. An intelligent person in your store to handle the telephone selling, a man or woman with a good telephone voice.
4. A planned sales talk.
5. Some practice or rehearsal in delivering the sales talk.

Obviously as these steps may seem, they are so vital to the success of bookselling by telephone that each one needs detailed explanation.

When I suggest as a first step that you need "a definite title or type of book," I merely stress the fact that you cannot call people on the telephone and ask them if they are "interested in buying some new books." That is entirely too general a selling appeal. A telephone sales campaign, to be resultful, should be centered around a specific book, say, a new biography. True, it is often possible to discuss other biographies with the person at the other end of the wire, in case he has read the one you are introducing. The important point, however, is to concentrate your selling effort on, let us say, a definite book or group of books, so as to make your sales talk concrete, specific and definite. People do not have time to waste with general and uncertain sales appeals.

It is as important in telephoning to have a good potential list. It is a waste of time to take a general list of customers and try to sell them either general books or a specific title. Telephone selling is most effective when it is directed at definite groups, i.e., an important general business book to business men; a book on golf to golfers; a new biography to those whose sales have indicated a particular interest in biographies. It is better to take a list of twelve good names and to organize a little telephone selling campaign on these twelve than to start in with an imposing list of fifty possible customers about whose interests you are uncertain. Again, I repeat that unless telephone selling is well directed, to a list of customers whose interests you recognize beforehand, it is better to save your time. The only way to anticipate success is to be reasonably sure beforehand that the people to whom you telephone are very likely to be interested in what you have to say.

The telephoning *must* be done by a man or woman of intelligence. If it is left to a young store clerk, it had better be omitted entirely. This form of personal contact is quite as important as face-to-face contact, more so, perhaps, since you are intruding upon the person in his own home. For that reason, the telephone voice must be pleasant, intelligent, and thoroughly

representative of you and your store. In discussing telephone selling with booksellers, the question often arises: "Can a man sell by telephone as well as a woman"? Curiously enough, many of the outstanding telephone successes in the book field seem to have been achieved by women. That proves nothing more than the fact that women, perhaps, have tried a little harder at it. There are many customers, business men, for example, who would respond more readily to an intelligent sales talk delivered over the phone by another man, especially if the book under discussion were one of broad general business interest. Or, a golfer might be more willing to discuss a book on golf with a man who talks intelligently.

It makes no difference whether the selling is done by a man or a woman. It is frequently most successful by women because the feminine voice, for some reason, makes a stronger, more persuasive appeal over the telephone. This is a matter on which any bookseller can use his judgment. One might say that the character of the book and the customer list should be the determining factors.

What to say in selling books over the telephone? There is, of course, no 'canned' sales talk, although there are a few elementary rules of selling over the wire. Briefly, here is a simple form of procedure that has worked successfully in a great many cases:

1. If you are calling women on the telephone, experience has proved that mornings between ten and eleven are the best time. Or evenings, both for men and women, when they are relaxed and unoccupied.



2. When the person called responds at the other end of the wire, introduce yourself immediately: "This is Miss Jones of Blank's Book store."
3. Stop talking, for at least five seconds —long enough to let that name and store sink in. *Do not proceed with your sales talk immediately after announcing your name.*
4. After your pause, the customer will, most likely, wait in silence or answer with an inquiring "yes?" as indication for you to proceed.

From that point, with preliminaries over, your sales talk will proceed quietly, smoothly.

You may say: "Mrs. Martin, you've been in our store a number of times for biographies and it occurred to us you would undoubtedly be interested in this new biography of by". Then give a brief, interesting, pointed description of the book. If necessary quote some leading reviewer, one whom the person is likely to know, and respect.

It is impossible to tell you how to conduct a telephone sales talk from this point on, because everything depends upon what your customer says. There may be interest, there may be a flat turn-down. She may be luke-warm or she may respond enthusiastically. This you cannot foresee. All you can do is to try. There are, however, some outstanding points about delivering your telephone sales talk that it is well to summarize here in the form of "do's" and "don't's":

1. Don't let your sales talk get mechanical, canned or singsong, especially after you have delivered it five or six times. Keep your voice natural, mak-

ing it appear to each person that she is the only one you have called.

2. Don't be insistent. Make your call appear merely as a "reminder" than as an urgent request to buy.
3. If your customer turns you down, take it graciously. "That's quite all right," you may say, "we merely wanted to remind you of this new book."
4. If you can get permission to call your customer again on definite kinds of books, so much the better.
5. Do not try to argue with your customer over the telephone, no matter what she says about the book. If she expresses contrary taste, switch your talk immediately to a book in which she may be interested.
6. Make the ordering of the book as simple as possible. Do not say: "Would you like to buy it?" Better to say: "If you care to see the book, I'll be glad to send it up for you to look over." Chances are that once

the book reaches the customer's home, it will stay. Try, whenever possible, to get her permission to send the book. Do not ask her address over the telephone. You should have that before you start.

7. Stop talking occasionally to give your customer a chance to say something—to ask a question or to raise an objection. Do not let your talk be so long or so swift that your customer does not have a chance to get a word in.

Although again I caution you against "canned" sales-talks, I do think it advisable for the one who will do the telephoning to prepare a little talk, possibly, on paper. It may be well to rehearse it a few times before someone in the store prepared to criticize. It is well to get a reaction to a sales talk before it is delivered.

Simple as it may seem, this technique of telephone selling must be mastered. Once a salesperson has it down "pat" the number of extra sales to be made as a result are astonishing. If customers do not come in to buy books, you can take the books to them by telephone.

A Word from London

Frank Swinnerton

IN a letter which I have just received from one who is closely in touch with the London booktrade, I read that the autumn season of 1929 was a good one; that the trade itself was happy at having so many excellent books in such variety; and that "*It is never so good for them to sell one title in huge quantities as a steady sale of a great many titles.*" In reading these words, which I quote exactly, I am reminded of the continued discussion in the trade of the Book Society and of book societies in general. For the English booksellers refuse to be reconciled to the notion of Book Societies. So, I gather from a friend who has lately been visiting all the chief Scottish booksellers, do those who sell books north of the Tweed. So do a number of leading writers, some

of them in public, and some of them in private. Allan Monkhouse, for example, the literary editor of *The Manchester Guardian*, has written a couple of extremely able attacks upon the Book Society, the first of which was answered by Hugh Walpole, the sponsor of this organization, the second, and more powerful of which, as far as I have seen, has remained unanswered. The booksellers take the line that any form of official selection of the book of the month has an adverse effect upon the sales of other books; and some of them go so far, I am told, as to show as inconspicuously as possible the choice of the Book Society. Publishers, against the Society in theory, admit that it is pleasant to be able to sell seven or eight thousand copies of a book on which they had counted

on selling two or three thousand. True, these seven or eight thousand are sold at about half price; but they are sales, and probably sales additional to the minimum which it has been expected to sell. Therefore publishers waver.

One author, whom I must not name, as he has not gone beyond private condemnation, objects that (as Mr. Monkhouse has asserted) the choice of a book by one author gives that author, who may be no better than another equally unknown or little appreciated author, an unfair advantage. He resents any autocratic choice of books. He thinks that the whole business has the air of an advertisement; and (this is really an important point if it is true) that later books by the same author, which cannot of course be chosen, however good they may be, will be prejudiced by the assumption by booksellers and libraries that, without the backing of the Book Society, they will fall flat. Their sales, in effect, will show a tendency to fall again to normal. This charge remains to be proved by experience.

But there remains one suggestion from which I do not think there is any escape. It is that the Book Society will not be able to go on choosing books from the list of any one publisher, however good these may be, on the ground that "we've had two books by this or that firm; we can't possibly have another." Mr. Monkhouse makes the same point. The same author, the same publisher, may produce any number of good books; but something must be done to share out the honors. In the case of the authors, the objection can be met by the counter that an author, once chosen, benefits for all time. I have quoted an opinion to the contrary, but the answer can be made. The publisher is in a different position. Heinemann, for instance, have been the publishers of Tennyson Jesse's new novel, awarded the choice of the Book Society for December; the same firm, publishing H. M. Tomlinson's "All Our Yesterdays," get the benefit of the Book Society's January choice. But it is unthinkable that any book published by Heinemann during the month of February could be chosen by the Book Society, which would have to guard itself from any suspicion of favoring one publisher at the expense of the others. Or so, at least, it

seems to me, and to other observers. No doubt the law of averages will apply, and the best book of February will not be published by Heinemann. But what if it did so happen that February offered a Heinemann masterpiece? The general standard of the Heinemann list is high enough to make this point at least an interesting one.

But it seems to me, further, that the real quarrel with the Book Society is illustrated by the following words written for publication by one of the judges. He says: "Ernest Hemingway's 'A Farewell to Arms' is one of the very best novels that have passed through the hands of the Book Society Committee. Why, then, didn't we choose it? Well, I think anybody who reads our first choice, 'Whiteoaks,' and then this novel will understand why. 'Whiteoaks,' an equally good piece of writing, is one of those novels that all sensible readers can enjoy. 'A Farewell to Arms,' far rougher and more outspoken, a brutally masculine performance, is not everybody's book . . . Literature is not a matter of pleasing Aunt Susan. But we must also remember that it is equally not a matter of simply shocking Aunt Susan."

From this we see that there was, in fact, no *best* book of the month. There were two bests. And the one less likely to give offence to members of the Book Society was given the preference. It is a perfectly logical thing; but it suggests that already the Book Society is up against the problem of its membership. The judges are not to impose their choice upon the members; their choice is to be influenced by the susceptibilities of the members. This is exactly what Mr. Monkhouse has been saying.

Another question upon which I have been taking opinions is that of the extremely sensational announcement of Constable's that in deference to the determination of the libraries that the libraries will not take any book published at so high a price as two guineas Constable will lower the price of two books (already published) from two guineas to thirty shillings, and will lower the price of a third book, at the time unpublished, in the same way. Now it often happens that the price of a book is altered before publication, and nothing much is said about the change. But it is unusual to reduce a price when

the book is on the market, as a new book. It would be interesting if we could know just what difference the change made in the matter of sales; but I merely record the fact that I have not found, among the five or six publishers with whom I have discussed the matter, any approval of Constable's action. It is said to me that the booksellers cannot possibly be judges of the reasons which lead a publisher to fix a price at two guineas or at ten shillings. It is said that if the public wants a book it will pay two guineas for it as readily as thirty shillings. It is said that libraries which have what is called an "on demand" subscription (by which they guarantee any subscriber any book he wants) cannot retort to the subscriber that the book is too dear to be supplied. It is said that in any case the libraries never take more copies of any book than they are obliged to take. Finally it is said that the change was made too late, that it was made in a manner which humiliated the publishers, and that it did injustice to the authors of the two books which had been published. And, upon the point that the libraries had declared their determination not to take books at two guineas, it is stated that this declaration had been made long before the books were published. I make no comment upon these statements, because the matter would have been one entirely for Constable's private concern but for the fact that they so prominently advertised their capitulation to the libraries. By doing this, they invited the criticism of other publishers who intend to continue publishing books at two guineas a time if they cannot be published remuneratively at a lower figure.

But the whole question of the price of books is a difficult one. As every publisher knows, the price is fixed at the latest moment, when the various costs have been estimated, and when some calculation has been made as to the number of copies likely to be sold. This calculation is always an anxious one, and I have known a book to be published at a loss for the simple reason that the publishers, seeing it in its final form, have realized that it did not look "worth" its cost. On the other hand, there is for some obscure reason a kind of knack in the choice of a price. In England one price is a good one, another

(very much like it) not so good. There is a seven-and-sixpenny book, a half-guinea book, a twelve-and-sixpenny book, and so on. But thirteen-and-six is an unusual price, fourteen-and-sixpence almost unheard of. Will they give twelve-and-six? Will they give fifteen shillings? If they will give that, the price is fixed. "They" is the Public. It is not the Booksellers. But the booksellers are nearer the public, at times, than the publishers. They become aware of what individual members of the public say when offered a particular book. And individual members of the public say some extremely curious things.

Just how curious, it would take time to tell; but I am led to remark upon the fact that one of the Directors of the firm of Ernest Benn, Ltd., has been writing to the *Times* on the subject of the thickness of books. He says that "according to the majority of booksellers, a novel does not look worth 7s. 6d. unless it is over an inch thick. The average novel is about 288 pages long, and so to obtain this thickness it becomes necessary to print the book on a cumbersome paper akin to blotting-paper. The texture of this paper makes it a constant nightmare to printers... The prejudice does not extend in any real degree to books of essays, poetry, biography, travel, or a more general nature. In these cases a book-buyer judges their value not on their thickness but on the number of pages and the size of the type." Now this letter is not at all unreasonable. It states a fact. And the booksellers are only passing on to the publisher the complaint that has been made to themselves by members of the public. It is common ground that novels cannot be published profitably at less than seven-and-sixpence. What is to be done? As far as I am aware, this letter in the *Times* produced absolutely no response from the public. The only suggestion that I can make is that Benn should follow the example of Martin Secker, Chatto & Windus, and Jonathan Cape, and publish the novels that everybody wants in the form that seems most appropriate. Novels issued by the firms I have named, who issue a great proportion of the novels that are distinguished by peculiar merit, are frequently less than an inch thick. As far as I know, if a book is wanted it is bought whatever its thick-

ness. And if a few publishers of the standing of those I have mentioned habitually publish novels charmingly printed upon good paper, light to the hand, and grateful to the touch, a new standard for fiction-production will be created. Nay, it is being created already. So is a new standard of price for novels. Those who will take the trouble to observe such things will notice that very long novels are being published at ten-shillings-and-sixpence, fifteen shillings, and the like. It was not so a few years ago. No extra charge was made for books of the length of "The Old Wives' Tale" or "The Drop Doctor." They were crowded into the size of ordinary novels, small type, thin

paper; but average bulk and usual price. It is otherwise today. Novels of any length are built up into large crown octavo volumes—the latest to be treated in this way is the English edition of H. M. Tomlinson's "All Our Yesterdays"—so that they impress the eye. The thickness is not advanced, but the height is. For this reason I feel sure that in a short time there will be no complaint as to the smallness of such a novel as Benn desire to produce. It will be the normal thing. But Benn must be enterprising in the matter. It is not the booksellers who have to be educated, but the public; and the booksellers will help the publishers as soon as they are given a clear lead in the matter.

Some Author-Lecturers of 1930

*General Whereabouts of Author-Lecturers, Listed Under Publishers
From Whom More Specific Information Can Be Obtained*

D. APPLETON & COMPANY

These lecturers will speak in the East and Middle West. Josef W. Hall and Henry Clyde Shetrone will extend their tours throughout the United States.

JOSEPH W. HALL

HENRY CLYDE SHETRONE

MARY HASTINGS BRADLEY

EARL REED SILVERS

ANNIE RUSSELL MARBLE

THE BOBBS-MERRILL COMPANY

RICHARD HALLIBURTON

Feb. Michigan, New York, Connecticut

FLOYD L. DARROW

Jan. Maryland

PAUL WILSTACH

Jan. Pennsylvania

Feb. Indiana, Ohio

BREWER AND WARREN INC.

MAURICE DEKOBRA

Jan. New York, Pennsylvania, Massachusetts, Washington, D. C.

JONATHAN CAPE & HARRISON SMITH

MAURICE HINDUS

Jan. New York

Feb. California, Washington

Mar. Missouri, Illinois, Iowa, Indiana, Ohio

COWARD-McCANN, INC.

ALFRED KREYMBORG

Jan. Illinois, Pennsylvania

Feb. Indiana, Illinois, New Jersey

April Washington, D. C.

May New York

DODD, MEAD AND COMPANY

For early in 1930, throughout the Atlantic and Middle-Western States:

PRINCESS DER LING

MRS. MARY L. JOBE AKELEY

DR. HERBERT SPENCER DICKEY

PROF. E. ALLINSON PEERS

(also Pacific States)

DON BLANDING

R. EMMET KENNEDY

ANGELA MORGAN

JOHN MARTIN

DOUBLEDAY, DORAN AND COMPANY, INC.**COUNT LUCKNER**

Jan. New Jersey, Pennsylvania, Tennessee, South Carolina, Georgia, North Carolina, Mississippi
 Feb. New York, Vermont, Massachusetts, Connecticut, New Jersey
 Mar. Pennsylvania
 April New Jersey, Pennsylvania
 May Connecticut, Delaware, Pennsylvania

LOWELL THOMAS

Jan. Massachusetts, New Hampshire
 Feb. Connecticut
 Mar. New York, Massachusetts, Connecticut
 April New York, Connecticut, Nova Scotia, New Brunswick

HUGHES MEARNS

Jan. Pennsylvania, New York
 Feb. Pennsylvania
 April New York

CARVETH WELLS

Jan. Massachusetts, Virginia, Connecticut, Pennsylvania, Maine, New Hampshire, New Jersey, New York
 Feb. New York, New Jersey, Pennsylvania, West Virginia, Ohio, Michigan, Illinois, Wisconsin
 Mar. Oklahoma, Texas, Missouri, Illinois, Wisconsin, Minnesota, Michigan
 April Pennsylvania, New Jersey, New York
 May Connecticut, New York

E. P. DUTTON AND COMPANY

ARTHUR GUITERMAN
 Jan. New York, Connecticut

JOHN VASSOS
 Feb. Iowa

ERNEST RHYS
 Autumn 1930

New York, New Jersey, Texas, Georgia, Illinois, Missouri, Michigan, Virginia, Louisiana

HARPER & BROTHERS

EDNA ST. VINCENT MILLAY
 Jan. Texas, California
 Feb. Illinois, Indiana, Ohio
 Mar. Massachusetts, New Hampshire

EDWARD DAVISON

Feb. Canada, Pennsylvania, Kansas, Wisconsin
 Mar. California, Nevada, Ohio
 April Pennsylvania, New York

HARCOURT, BRACE & COMPANY, INC.**CARL SANDBURG**

Feb. Eastern Cities
 Mar.

HENRY HOLT AND COMPANY**LEW SARETT**

Jan. Oklahoma, Missouri, Indiana, Wisconsin, Iowa, Ohio, Pennsylvania
 Feb. Pennsylvania, New York

CAPTAIN CARL VON HOFFMAN

Jan. Pennsylvania, New York, Massachusetts
 Feb. Missouri and Indiana
 Mar. New York, Georgia, Iowa
 April New York

BRAYTON EDDY

Jan. Missouri, Pennsylvania, Kansas, Michigan, Illinois, Ohio, New York

ENGLISH BAGBY

Feb. Virginia, New Jersey

ROBERT FROST

Jan. Massachusetts
 Feb. Connecticut
 Mar. New York
 April Pennsylvania, Michigan

HOUGHTON MIFFLIN CO.**AMEEN RIHANI**

Jan. Massachusetts, New Jersey
 Feb. New York
 Mar. Missouri

MARY AGNES HAMILTON

Jan. Canada, New York, Rhode Island, Michigan, Wisconsin, Illinois, Minnesota, Ohio, Pennsylvania

THE MACAULAY COMPANY**DR. FRITZ WITTELS**

Jan. Illinois, Ohio

V. F. CALVERTON

Jan. Kentucky, Ohio, Illinois, Indiana

LIEUT. JOHN J. NILES

Jan. New York

Feb. Maryland, Illinois

ALFRED KREYMBORG

See Coward-McCann

DR. SAMUEL D. SCHMALHAUSEN
 Jan. Georgia, Tennessee, Illinois, New
 York
 Feb. Pennsylvania, Iowa
 Mar. Indiana, New York

THE MACMILLAN COMPANY
 VACHEL LINDSAY
 Jan. Illinois, New York, New Hampshire,
 Massachusetts, Connecticut, Pennsylvania,
 New York
 Feb. New Jersey, Illinois, Minnesota,
 Michigan, Ohio
 Mar. Florida, Washington, D. C., Penn-
 sylvania
 April Connecticut, Massachusetts, New
 York, Pennsylvania

LEWIS BROWNE
 Jan. New Jersey, New York

W. W. NORTON & COMPANY
 JOHN COWPER POWYS
 Jan. Illinois, Wisconsin, Minnesota,
 Missouri
 Feb. Texas, Alabama, Georgia
 Mar. Massachusetts, New York

G. P. PUTNAM'S SONS
 DR. WILLIAM BEEBE
 Jan. Ohio, Pennsylvania, North Caro-
 lina
 Feb. Ohio, Connecticut, New Jersey,
 New York

Censorship in Chicago

Booksellers Gird for Battle With Reformers

Milton Fairman

THE use of entrapment methods by Chicago reformers to bring about the arrest of booksellers on charges of handling immoral literature has aroused city-wide indignation among the trade, and will undoubtedly lead to stiff legal battles when cases of several bookmen, arrested in a recent campaign of local Puritans, are carried into the Chicago courts.

Five arrests of booksellers have been made in the last few weeks by detectives acting on information supplied by the Rev. Philip Yarrow, veteran superintendent of the Illinois Vigilance Association. Information given to the Chicago representative of the *Publishers' Weekly* indicates that in several instances the arrests have been clear cases of entrapment.

Twenty-eight titles are included in a list of works which have been destroyed by Mr. Yarrow and his co-workers during the campaign. Two hundred prints were also destroyed. With the exception of three titles, the books are of purely erotic character. However, the reform organization fails to include in its list, which was given to the newspapers for publication, a number of works of classical character which were taken in the raids.

All the booksellers have obtained attorneys, and in at least two of the cases, defense counsel will charge that Mr. Yar-

row's subordinates used methods in obtaining evidence which come under the legal heading of entrapment.

The first entrapment case is that of Walter Shaver, owner of bookstores and rental libraries. Mr. Shaver had something of a harrowing experience. Asked to purchase for a casual customer a book which he did not carry in stock, he obtained the work, was pounced upon by a trio of detectives headed by the reverend gentleman, and thrown into a police cell until he could obtain a bondsman.

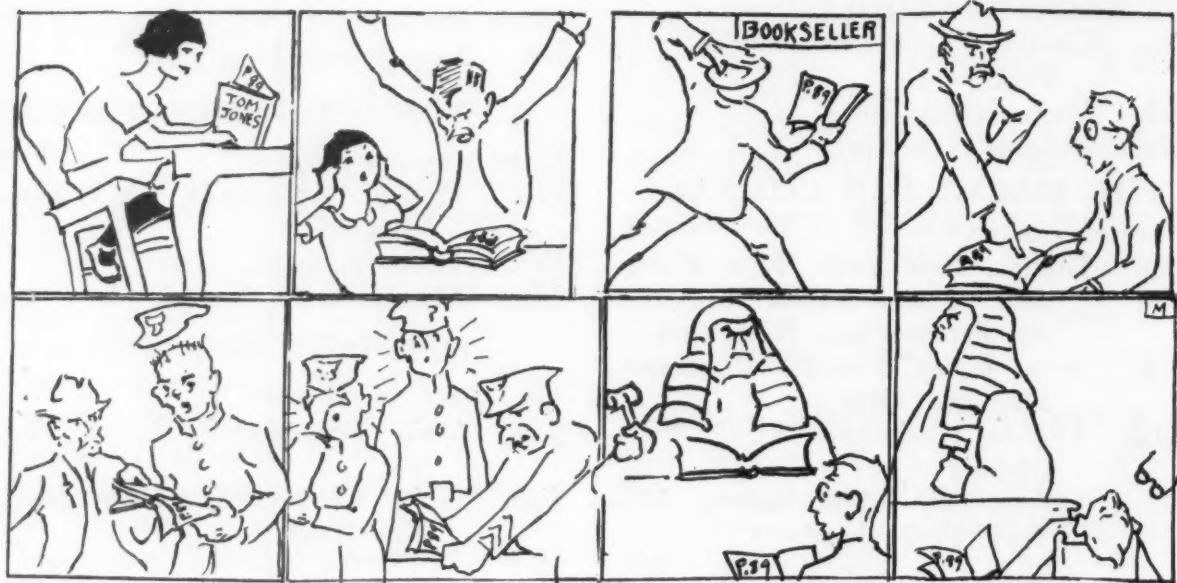
He relates his experience:

"A Mr. Brown, whom I later learned was an investigator for Mr. Yarrow, browsed about my shop for several hours one day. Finally he asked for a copy of 'A Night in a Moorish Harem.' I had never heard of the work, and informed him that we did not carry it in stock.

"He asked if it was possible to obtain books outside of our regular line. I assured him that we would attempt to buy the book for him, and he left a deposit. He called several times about it, and I finally found a copy for him.

"The night he called for the book, I was wrapping it, when Yarrow and several detectives burst in."

This arrest took place in Mr. Shaver's main store at 4703 Sheridan road. A



*"Tom Jones" in Boston, or "The Practice of Censorship," and the procedure of complaint thereof as outlined by Edward Weeks in the current *Atlantic Monthly*; a process by which a book is judged obscene on the strength, or weakness, of certain isolated passages,—with the bookseller the helpless victim of a jury that has never read the book*

search of his shop failed to reveal any erotica. A second attempt to entrap another of his staff was made in a branch store at 620 Diversey boulevard, it was later learned. After a casual examination of the stock had failed to reveal any "objectionable" works, the investigator asked for "A Night in a Moorish Harem." The clerk, since requests for pickups were rarely made at this branch, failed to take an order for the book, of which she had never heard.

Ernest Brady, owner of a bookstore at 883 Cornelia Avenue, had a similar experience with one of Mr. Yarrow's investigators. Motivated undoubtedly by the Christmas spirit, a stranger asked him for a copy of Frank Harris' "My Life and My Loves." Mr. Brady explained that he did not carry the book. He refused a deposit from the investigator, but said he would attempt to obtain the book for him.

Before he could hand it to the investigator, Mr. Yarrow rushed into the store with his detectives. Thus the enthusiastic reformer weakened his case by raiding the shop before a sale could be made. Mr. Brady was, however, charged with possessing an obscene book.

Immediately after entering the store, Yarrow, although he had no search warrant, directed his aids to make a thorough search of the shop. The police uncovered

copies of Balzac's "Droll Stories," "The Heptameron," and Massucio's tales—all carried in stock by most of the local booksellers without molestation by police.

Mr. Brady has engaged Leo Donahue as his counsel, and the defense will be based on the fact that the reformer used entrapment methods and further seized the books without a search warrant.

The raid on P. A. Stephens' shop at 500 North Michigan Avenue was conducted without a search warrant, although the police stated they had a warrant for his arrest. Mr. Stephens was not in the shop, so the police contented themselves with taking into custody his assistant, Marion Mathes.

Detectives searched the store and confiscated copies of Frank Harris' "Life of Oscar Wilde," which has long been sold openly in the city; "The Temptation of St. Anthony," by Flaubert, which has never been seized in Chicago in the writer's memory; "The Droll Stories," in the Bodley Head edition, which is on most booksellers' shelves; and Arthur Machen's "Fantastic Tales."

The first and only conviction to be obtained by the Illinois Vigilance Association was that of Charles Goldman, owner of a store at 424 South Dearborn Street, charged with the sale of obscene literature, and fined \$100 and costs.

Personality in Publicity

I

Page Cooper

of *Doubleday, Doran and Company*

Dorothy Foster Gilman

WHEN I first started my *Transcript* book column four years ago I went to New York to learn something about the publicity departments of the many New York publishing houses. Before arriving at the Grand Central I looked at my note book and discovered one piece of advice, much underlined. "You had better see Miss Cooper if possible." I had no idea of Page Cooper's abilities at that time. For I only knew the red ink signature at the close of her letters and also that she sent out each week some excellent, well-written information about her books. When we met, first in New York, later in Garden City I was impressed immediately with the tact and discernment she showed in not letting me see how extremely ignorant I was of the duties and pleasures of our common profession. She never mentioned Doubleday books to me. We talked about writing over tea and sandwiches, about English authors and the various pieces of good fortune that often enabled the unknown writer of last year to become the season's success of the year following. After meeting Miss Cooper I began to study more carefully the methods she used to bring particular books to the attention of columnists and literary editors. I have observed these characteristics about her

publicity technique. First of all she is absolutely honest. She never discourses on a fourth rate novel as if it were the best written literary masterpiece since Henry James died. Secondly she studies the tastes of all literary editors. She knows the ones liking biographies in the Strachey idiom and those literary critics obsessed by a passion for the régime of Samuel Johnson seen through eyes other than Mr. Boswell's.

Page Cooper never hounds her quarry. She gives a fair field and plenty of favor. She studies the criticisms of reviewers because she has an excellent critical faculty of her own. Restraint is her middle name. You never feel with Miss Cooper that she is going to try and persuade you even to look at a Doubleday, Doran book, much less read it, unless you have plenty



E. Macklin
1929

of time. A third characteristic which I believe contributes greatly to Miss Cooper's reputation throughout the country is her very genuine enthusiasm for vivid personalities. She brings them out at their best. Many a tempestuous, irritable author has been coaxed by Miss Cooper to be interviewed, photographed and ultimately to ascend the lecture platform. Many a first novel which she has read in proof has developed, as she prophesied, tremendous force in overcoming sales resistance.

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leypoldt

EDITORS

R. R. BOWKER F. G. MELCHER

Subscription, United States \$5; Foreign \$6; 15 cents
a copy

62 West 45th St., New York City

January 11, 1930

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Government Censorship

WHEN Senator Smoot gave word to the press that he would bring up for another vote the Cutting amendment to the tariff bill, he based his comment to the reporters, as so many have done before, on the sensational aspects of the censorship problem. He did not take time to point out, as he might have done, that the House Bill had inserted into our law, for the first time in the nation's history a prohibition against the importation of any literature that a customs inspector might deem seditious; he did not point out that censorship by Custom House inspectors has been unfortunate as applied to standard books of literature such as Rabelais, Voltaire, etc.; he did not say that there are other laws, state and city ordinances, that would take care of the sale of any books that were really pornographic; all that he said was that he has delved through some of the volumes that have been suppressed by the customs and that he will be ready to stand before the Senate and read select passages aloud unless a secret session is granted.

This pronouncement sounds very much like one of the speeches of Senator Love of Brooklyn, who used to lead the discussion on censorship at Albany; it does not sound as though Senator Smoot wished to create an atmosphere in which the diffi-

cult problem of censorship could be helpfully discussed or that he wished to do anything more than bring about an acrimonious and misleading debate in the excitement of which his point can be carried. The fact that an organization like the American Library Association should, after careful consideration, approve and give support to the Cutting amendment ought to have some weight in Washington, but Senator Smoot's attitude in bringing the subject up will make it difficult to get a sensible provision in the law.

Fiction in Libraries

AT one of the sessions of the American Library Association Conference in Chicago last week the subject of fiction circulation was put up for discussion. The wording of the questions which were raised for discussion is of interest to the booktrade. "Are public libraries devoting too large a percentage of their capital to recent or ephemeral fiction? Does it not mean that many books which should be bought are beyond the budget of the library? Would it be too drastic to have all recent or ephemeral fiction run as a rental collection?"

Carl B. Roden, librarian of Chicago and former president of the American Library Association, reported that his library had now established the practice of restricting the number of new titles used in general circulation to 253 out of the year's production. By restricting the number of titles purchased, the library felt that it could more thoroughly evaluate each and, knowing the books that it was recommending, could therefore give a more intelligent service to the public. So far, the Chicago public has made no adverse comment on the Library's interpretation of its responsibility. Coming from a library with so large a circulation, this suggestion brings to the fiction problem an element to be considered carefully.

The authors who do not find themselves in a selected list, may see in the very rapid increase in rental libraries throughout the country the development of a large outlet, and there has been no evident decrease in the amount of fiction sold in bookstores. 1928 showed a very large increase in the number of new titles in fic-

tion, though this has by some been interpreted simply to mean that there were about 350 new detective and mystery stories where 150 would have been a more usual number, and this demand for mystery stories has by no means decreased at this winter season when reading is a favorite sport.

There has been no change in the general attitude of the public toward fiction, it is still the most popular form of reading and offers not only diversion but new ideas and aesthetic enjoyment. This demand for stories, is bound to be provided for in a variety of ways. Newspapers and magazines must give their public fiction in all possible forms, bookstores and libraries in one way or another must always offer it in forms to suit every possible reading taste. There is no final and fixed technique for its distribution, and the changing attitude of libraries, the development of the rental libraries are influences the effect of which will be watched with interest.

Adding New Beauty

AS the Ford car began its new advertising campaign this month many directors of industry must have noticed the renewed emphasis on beauty as a desirable quality in merchandise. The first full page spread used in advertising throughout the country read, "Adding New Beauty To Outstanding Performance." The earlier models had for their motto, "It will get you there and back," a motto satisfactory to the producer and satisfactory to its clientele. Something, however, has happened to the American public. It is asking for greater beauty, and industry is going to respond. In many cases it seems certain that the public is ahead of the designers, and some industries have too few people who can add this touch of beauty to their product. Our educational system has been very much inclined to lag in this matter, and the number of people who have a thorough knowledge of design and color are all too few. The demand, however, will increase the supply, and more and more effort is going to be made to use this strong merchandising appeal of new beauty.

The publishing field has been aware of

this impulse for a decade, and has been steadily shaping itself to meet the demand. Each year the new books show increased thoughtfulness in production and gradually will show increased success in the result. What the Ford advertising emphasizes to the booktrade is that beauty has a strong appeal, even on products intended for the most popular distribution. This has not been thoroughly appreciated in book production, but it is interesting to note that the only novel selected for the Fifty Books exhibit this year is "Ex-Wife," designed by Robert O. Ballou of Cape & Smith, certainly a title intended for popular distribution as distinguished from eclectic circulation.

Fine Books in the College Market

RECENT reports from booksellers to the undergraduate body at Princeton University reveal the encouraging fact that students at this seat of learning are becoming more and more interested in owning rare and fine books. Not only are they buying costly sets, such as the None-such edition of Shakespeare which sells for \$195 dollars a set, and for which seven subscriptions have lately been sold by one bookstore, but individual items are receiving particular attention, an edition of Boswell's papers going for \$900. These are, of course, exceptional sales, but the general trend of private-library ownership has strongly permeated the university body, one student owning more than 1,200 volumes, and many others having libraries of more than 300 carefully selected books each.

These facts, combined with the importance which the campus bookstore,—any campus bookstore,—enjoys, would seem to indicate that publishers would benefit distinctly by regular placement of limited editions and fine books generally in the college book-market.

The Annual
SUMMARY NUMBER
will appear on
JANUARY 25th.

December Best Sellers

CHRISTMAS sales as shown by the Best Seller List for December, compiled by *Books of the Month* continued "All Quiet" and "A Farewell to Arms" in the fiction lead. "Hudson River Bracketed" by Edith Wharton was third. The December list often reflects the popularity of older books, which are re-purchased as gifts. This type of buying undoubtedly brought "Blair's Attic" up to sixth place on the list, from its position at ten the previous month and gave "Burning Beauty" seventh place. The only new title besides "Hudson River Bracketed" was "God Have Mercy on Us!" by William T. Scanlon, making the third war novel of utmost popularity.

There were not many new novels to achieve prominence in December, as few new ones are brought out after the first of that month. "Laughing Boy" by Oliver La Farge, "A Gallery of Women" by Theodore Dreiser and "Ancestor Jorico" by William J. Locke were practically the only new titles that had important sales.

The non-fiction list proved to be livelier as far as new titles were concerned. A new biography headed the list, "Franklin, the Apostle of Modern Times" by Bernard Fay. Second was Richard Halliburton's new travel saga, "New Worlds to Conquer." "July '14" went up one place on the list, "Grandmother Brown's Hundred Years," two places, and "The Autobiography of Calvin Coolidge," one place. Two more new books completed the list, "Caught Short" Eddie Cantor's comments on the financial situation, and another biography, "Richelieu" by Hilaire Belloc.

"Twelve Against the Gods" by William Bolitho, "Myron T. Herrick, Friend of France" by Col. T. Bentley Mott and "Europe in Zigzags" by Sisley Huddleston also proved to have fine sales during the holiday season.

In the Annual Statistics Number of the *Publishers' Weekly*, will appear the Best Seller List for 1929, compiled from the monthly reports published by *Books of the Month*.

FICTION

Remarque. "All Quiet on the Western Front." *Little, Brown*, \$2.50.

Hemingway. "A Farewell to Arms." *Scribner*, \$2.50.

Wharton. "Hudson River Bracketed." *Appleton*, \$2.50.

De La Roche. "Whiteoaks of Jalna." *Little, Brown*, \$2.50.

Deeping. "Roper's Row." *Knopf*, \$2.50.

Lincoln. "Blair's Attic." *Coward-McCann*, \$2.

Bailey. "Burning Beauty." *Penn*, \$2.

Erskine. "Sincerity." *Bobbs-Merrill*, \$2.50.

Byrne. "Field of Honor." *Century*, \$2.50.

Scanlon. "God Have Mercy on Us!" *Houghton, Mifflin*, \$2.50.

NON-FICTION

Fay. "Franklin, the Apostle of Modern Times." *Little, Brown*, \$3.

Halliburton. "New Worlds to Conquer." *Bobbs-Merrill*, \$5.

Bowers. "The Tragic Era." *Houghton Mifflin*, \$5.

Sale. "The Specialist." *Specialist Pub. Co.* \$1.

Ludwig. "July '14." *Putnam*, \$3.50.

Brown. "Grandmother Brown's Hundred Years." *Little, Brown*, \$3.

Dimnet. "The Art of Thinking." *Simon & Schuster*, \$2.50.

Coolidge. "The Autobiography of Calvin Coolidge." *Cosmopolitan*, \$3.

Cantor. "Caught Short." *Simon & Schuster*, \$1.

Belloc. "Richelieu." *Lippincott*, \$5.

In the Bookmarket

A GREAT deal of valuable literature published by historical and other societies is printed privately, and has therefore a limited circulation. It is one of the interesting aspects of the book on "The Amazing Benjamin Franklin" compiled by J. H. Smith, Jr., that this volume sponsored by the Philadelphia Chapter of the Sons of the Revolution is offered through regular trade channels, *Stokes* as publisher and booksellers as the outlet. The volume has a foreword by Herbert Hoover. With the plan for a great memorial to Franklin developing in Philadelphia, the booktrade may take a special interest, as he was one of the first American booksellers, the patron saint of this industry, as he was in so many others. ♦ ♦ ♦

An important book on the *Coward-McCann* spring list is a novel by Knut Hamsun, brought out in Norway in 1927 and said by critics and other people who know to be the best thing he has done since "Growth of the Soil." It is called "Vagabonds." ♦ ♦ ♦

Eight thousand air mail letters have started off to Grosset and Dunlap's huge customer list announcing full particulars of the launching of the 75c. edition of Mark Twain's "Tom Sawyer," the first cheap edition of this classic which fifty odd years after first publication is paying a royalty to the Clemens estate of over \$10,000 a year. ♦ ♦ ♦

All the known facts and many unknown ones about Victor Hugo appear on January 11th, in "Victor Hugo" by Raymond Escholier, curator of the Victor Hugo Museum, Paris. The book has been honored by the Société Sequena, the French Book-of-the-Month Club. Escholier's work will be issued in this country by *Brewer and Warren Inc.* ♦ ♦ ♦

On March 28th the request of fifty thousand people will be complied with, for on that date *Farrar & Rinehart* are bringing out a new mystery novel by Mary Roberts Rinehart. It is to be called "The Door." It is said to be her most exciting novel since "The Circular Staircase." Also, the same fifty thousand people mentioned



C. R. Benstead, author of "Retreat,"
The Century Co.

above have asked for it. ♦ ♦ ♦

Thornton Wilder's "The Woman of Andros" will be published on the 21st of February by *Albert & Charles Boni*. There will be no limited edition. There will be no publication anywhere prior to its appearance in book form. It will not be submitted to any book club. ♦ ♦ ♦

News of the latest English war book, "Retreat" by C. R. Benstead, which London readers believe will soon occupy a place in contemporary literature analogous to that occupied by "Journey's End" on the contemporary stage, is rapidly circulating in this country as a result of the advance publicity cabled and wirelessly from London. The book will be published here in late February by *The Century Co.* C. R. Benstead, the young author of "Retreat," left Cambridge at the outbreak of the war and joined the ranks as a "Tommy." He is now a Lieutenant-Commander in the Royal Navy.

Fourth Watch and Ward Director Resigns

ANOTHER director of the New England Watch and Ward society has resigned, Bishop William F. Anderson's withdrawal being the fourth within a little more than a month since charges were brought against the Dunster House booksellers by the Society. The evidence procured resulted in the conviction of Delacy and Sullivan for having sold a copy of "Lady Chatterly's Lover" to an agent of the Society. As reported in the *Publishers' Weekly* for December 28th, Professor Coolidge of Harvard resigned ostensibly because of demands upon his time, and now Anderson leaves the organization with the statement that he did not know that he was considered vice-president. The other two resignations have come from Bishop William Lawrence of the Episcopal Church and Dr. David D. Scannell, prominent Boston surgeon. Anderson is also on the committee for the revision of the Massachusetts book law whose aims are being opposed by the Watch and Ward Society.

The Dunster House case has also caught the editorial attention of the *New York Times* which comments upon it in connection with the recent campaign of the Illinois Vigilance Committee which has been procuring evidence against booksellers by methods which closely parallel those for which the Watch and Ward was severely denounced in Massachusetts Courts. The *Times* editorial carried the title, "Snooping at Its Worst."

Walpole Sees an American Literature

THAT a literary tradition has been evolving in America in the last ten years which is as distinct from the English as is the Russian from the French, is the opinion stated by Hugh Walpole last Thursday when he arrived in New York aboard the *Berengaria*. American life has become a thing of its own and the tradition of English literature is not adaptable to the expression of it nor is it adequate. Sinclair Lewis and H. L. Mencken started the movement after the war which has borne remarkable fruit,

and what is evolving through Carl Sandburg and Ernest Hemingway is the real American thing. It is Walpole's opinion that Hemingway and Julian Green, both American ex-patriots, are the world's two greatest young novelists. In this period when a new literature is being evolved the task of the young writer is heavier, for he must pioneer; he cannot follow the English tradition as has the older generation.

He said that the literature of England has become too sophisticated, poetry has almost died out, and because critics praise books the common man can not enjoy, letters and living are divorced. There will soon be a revival of poetry, however, for England is going through a bloodless revolution which is bringing education to a vast class of society which makes up the new industrial world. If the authors feel that this new industrial world understands them they will write for it, and the vitality of English literature will be renewed.

Nearing Expelled from Communist Party

FOR refusal to obey orders from Moscow to revise certain parts of his forthcoming book, "Imperialism" (Vanguard Press), Dr. Scott Nearing has been expelled from the Communist party. The book is the result of several years' study in capitalistic countries and in U. S. S. R., and neither Nearing nor the party leaders in this country would reveal the exact points of difference. Nearing has recently resigned from several organizations in which he has been active as spokesman and leader declaring that forward-looking organizations need young blood in their directorate and that after twenty-five years of helping to guide the movement he wished to get out before he began to hold up the procession.

Harmon Awards Announced

THE awards from the Harmon Foundation, 160 Nassau Street, New York for distinguished achievement by Negroes have been announced for the fourth year since they were established by William E. Harmon. In the field of literature

Walter White won the Foundation bronze award with his two novels, "Fire in the Flint" and "Flight." Other awards were granted for outstanding accomplishment in education, business, religious service, science, music and fine arts, the gold medal which is granted biennially going to Dr. Robert Russa Moton who is successor to Booker T. Washington at Hampton Institute. Among the judges who served in placing the literary awards were Lewis Mumford, Dorothy Scarborough and John C. Farrar.

Women's Book Association

THE Women's National Book Association will hold its first regular meeting in the new year on January 21, 1930, at the Food Craft Shop, located at 2 West 46th Street, New York City.

The meeting will be preceded by a supper for the members and their guests, and followed by an informal reception and cards.

The speakers for the evening have been selected from the Association's membership and include Faith Baldwin, Mary Graham Bonner, and Rumana McManis.

The 1930 officers of the Association, elected at the annual meeting held in November, are as follows:

President—Mrs. A. G. Seiler.

1st Vice-President—Maude Taylor.

2nd Vice-President—Rumana McManis.

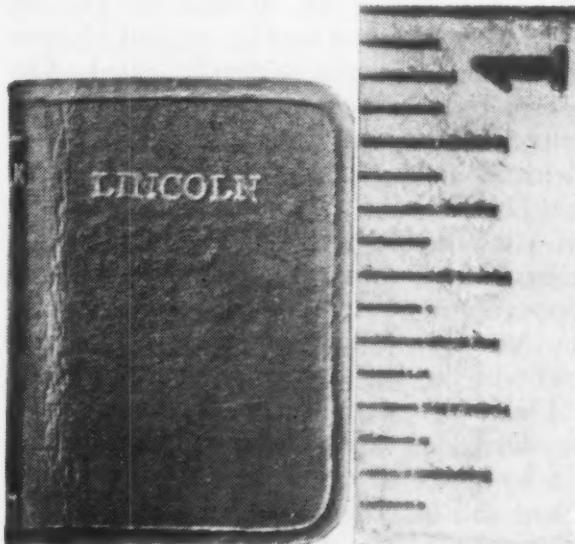
Treasurer—H. J. Pfanziehl.

Secretary—Henriette Seemeyer.

Stationers Plan Campaign

THE Wholesale Stationers' Association is now added to the trade organizations which have campaigns to assist retailers. The idea developed at the last convention of the Association, and, according to announcements in the *Modern Stationer*, the funds have been raised, partly through the manufacturers. The first step has been the founding of a Research Bureau for the study of retail trade conditions among dealers. From this work the Bureau expects to prepare a practical plan for store methods, these plans to be particularly adapted to stores doing an annual business of \$50,000 or under. Some of the subjects

taken up will be cost finding, stock arrangement, special sales window displays, store fixtures, advertising, buying records, store fronts and turnover. By giving dealers a method of keeping their cost figures it is hoped to improve credit conditions. A simplified accounting system will be prepared, and plans for special displays will be outlined.



A Kingsport Press achievement: one of the smallest books in the world. It can be read without a glass

Tiny Volume Presented to Public Library

ONE of the smallest books in the world was presented to the Public Library this week. It is a beautiful little volume in red morocco, cover stamped in gold, and contains one hundred and forty printed pages. For of Abraham Lincoln's addresses make up its contents—The Gettysburg Address, The Second Inaugural, A House Divided and Equality in a Republic. In addition there is a preface, a dedication and a note by the publisher. The book is the product of the Training Division of the Kingsport Press, at Kingsport, Tennessee. The book was made by the mountain people of Tennessee. Kingsport books are coming from the hands of these people—cover designed, type-style created, composition, electrotyping, four-color press-work, bindery work, leather stamping—everything in the craft and art of book production being done perfectly by these real American boys and girls who never before saw a

printing press, paper cutter—or even a home-sewing machine, but who have become expert pressmen, electrotypers, stitchers, binders, artists and craftsmen and craftswomen.

American Books in Germany

FROM the Terramare Office, Wilhelmstrasse 23, Berlin, S. W. 48, there comes a booklet entitled "Nueue Deutsche Amerika-Bücher" dated October, 1929, which gives a survey of such current American literature as is most in demand in German. The list is prepared by Dr. Richard Mönnig. As such it is of considerable interest to American authors and publishers. There are about 200 volumes listed. The attention given to American books on scientific management in big business is, especially notable. "The Tragedy of Waste" by Stuart Chase is starred as being of special importance. It looks as if every book about Henry Ford and his affairs had been reprinted in Germany. The list of other biographies is interesting, including those of Edison, Carnegie, Hoover, Pupin, Morgan, etc. There are many books on commerce and finance. In the list of belles lettres we find that Sherwood Anderson has been translated, Dreiser's "American Tragedy" and "Jennie Gerhardt," two books by Dos Passos, one of Hergesheimer, two of Sinclair Lewis. "Main Street" becomes "Die Hauptstrasse." Jack London, of course, is always popular on the Continent as is Upton Sinclair. Booth Tarkington's "Plutocrat" translated becomes "Der Mann mit den Dollars."

For the Publisher's Reference Shelf

THE function of the public library in the distribution of books is so important a part of literary and publishing interest that a thorough understanding of the ramifications of the American library and its present methods is desirable for all in the booktrade. A thorough survey of the work of libraries can be found in a volume on "The American Public Library" by Dr. Arthur E. Bostwick of St. Louis, dean of American librarians, which has now gone into its fourth edition with

the imprint of D. Appleton & Company. This book has been enlarged by about sixty pages from its previous third edition of 1923, and among other subjects added there has been a thorough revision of the chapter on "The Library and the Public," additional discussion of the children's work, comment on book wagons, a complete new chapter on "The Art Collection," new data on the cost of circulation and on the possibilities of cooperative buying, more extended discussion on library branches and on county libraries, a new chapter on adult education and new material on radio broadcasting, publicity campaigns, etc. The book is well illustrated, fully indexed and contains a bibliography of the best material on library work.

Communication

THE BOSTON TRADE AND CENSORSHIP

December 30, 1929.

Editor, *Publishers' Weekly*:

I wish to supplement my letter of December 14th with a bit of good news and to correct a mistaken implication for which I may have been responsible.

Mr. Fuller has told me this morning the cheering news that the Board of Trade of Boston Book Merchants will not file a Censorship Bill independent of the Massachusetts Committee for Revision of the Book Law. According to Mr. Fuller they do not wish to run the risk of throwing an obstacle in the way of the state-wide campaign which we have been waging. Again, they feel that any individual action on their part might be construed as special pleading and, therefore, as undesirable at this time when we have endeavored to enlist the support of citizens generally. It seems to me that this is a generous action and one which strengthens our hope that with the massed support now back of our Bill we may at last be in a position to secure Legislative relief.

I should be obliged to you if you could find some small space for this letter, as I believe that publishers generally have been following our work and that they will be relieved to know that there is to be a single course of action.

Faithfully yours,
EDWARD WEEKS.

Check Forger

PETER McDONALD, former chauffeur for Alfred Harcourt, is wanted by the police for forgery and is apt to issue forged checks on people in the trade, or to pass himself off as the son of Mr. Harcourt. He is dark in complexion, 5' 10" tall and weighs 200 pounds. If seen notification should be telephoned Mr. Harcourt.

Changes in Price

WILLIAM MORROW AND COMPANY

"In Quest of the Western Ocean," by Nellis M. Crouse, from \$6.50 to \$4.00.
 "Tricks of Women," by Paul Fenimore Cooper, from \$4.00 to \$2.50.
 "The Book of Earths," by Edna Kenton, from \$6.00 to \$3.00.

D. APPLETON & COMPANY

"Our Heritage from the Old World," by J. H. Greenwood, Educational edition, has been increased from \$1.25 educational net to \$1.80 educational net.
 "Mexico from Cortez to Carranza," by Louise Hasbrouck, from \$1.75 to \$2.00.

Obituary Notes

WOODBERRY, AUTHOR AND EDUCATOR, DIES

GEORGE EDWARD WOODBERRY, author and former professor of English at Columbia University, died at Beverly, Massachusetts on January 2, at the age of 74. He was widely known as biographer of outstanding American and English authors, as a poet and novelist, and at the time of his resignation from the faculty of Columbia was one of the most popular men who ever held the chair of English Literature at the University.

Woodberry, who was of New England Colonial ancestry, was born at Beverly on May 12, 1855, and received his early education at Phillips Exeter Academy. He was graduated from Harvard in 1877, and went to the University of Nebraska as professor of English. While at Harvard he studied under James Russell Lowell and cataloged Lowell's library. After one year at Nebraska he joined the staff of *The Nation* where he stayed only a short time and then returned for two more years at this university. He then became literary editor of the *Boston Post*. In 1891 on Lowell's recommendation he was made professor of English at Columbia. He resigned this position in 1904 as a result of a difference with the trustees

of the institution. So great was his popularity with the students that a bitter campaign was made through the student press in an attempt to sustain him, and in 1905 the Woodberry Society was formed which has since privately published many of his writings and lectures. Among the active members of the Society are Alfred Harcourt and Donald C. Brace of Harcourt, Brace and Professor John Erskine.

During his career he produced biography, criticism, fiction and poetry. His works include "History of Wood Engraving," studies of the lives and works of Edgar Allan Poe and Nathaniel Hawthorne which are included in the Harcourt American Men of Letters Series, Ralph Waldo Emerson in the English Men of Letters series. His collected essays include, "Heart of Man," "Appreciation of Literature and America in Literature," "Literary Essays," "Literary Memoirs of the Nineteenth Century" and "Two Phases of Criticism." He edited editions of the works of many foremost authors among which are "Poe's Complete Works" and "The Collected Poems of Rupert Brooke."

GILL, BOOKSELLER, DIES

JOHN GILL, bookseller and secretary of J. K. Gill Company, died at his home in Portland, Oregon, December 28 at the age of 78. He was born at Holmfirth, Yorkshire, England in May 1851, and came to America in 1854 with his parents who settled at Worcester, Massachusetts. He attended public schools there until he was old enough to begin his apprenticeship as journeyman printer. In 1876 Gill went to Portland and entered his brother's store as secretary of the J. K. Gill Company, the position he held until his death.

Business Notes

HOUSTON, TEXAS. — The Wit and Wisdom Book Shop, Chaille Cage, has moved from 3715 Main Street to 1010 Holman Street.

NACOGDOCHES, TEXAS.—Rental Library, 210 Main Street, Mrs. C. J. Pearson, opened with general stock of books for sale and circulating library.

The Weekly Record

Describes and indexes the new books of all publishers in a convenient reference and buying list for bookstores and libraries.

THE second week in January lists 123 new books, and the *Publishers' Weekly* continues the plan inaugurated in the last issue, of pointing out some of the titles which on careful examination seem to offer to the bookseller, good sales possibilities.

The Old Dominion Edition of the works of Ellen Glasgow is the feature of this week's books. It comprises four volumes, three of them earlier novels, the fourth, her latest, "They Stooped to Folly." They are larger than ordinary size, in a uniform binding designed by Elmer Adler, with new jackets and a new preface in each by the author. They may be sold separately, or as a dignified and beautiful set, boxed together.

Two new literary biographies appear. One is by Byron Steel, the author of "O Rare Ben Jonson," a life of Sir Francis Bacon (Doubleday, Doran) the other is the story of Victor Hugo by Raymond Escholier (Brewer & Warren). Another story of true adventure is the fascinating career of Victor Berge, his wanderings through the South Seas as a pearl diver told by himself and Henry W. Lanier, former editor of *The Golden Book*. The Lewis Copeland Company presents three books on Bernarr MacFadden, which will probably appeal to the many readers of *True Story Magazine*, *Physical Culture Magazine* and the *New York Graphic*. One of them is written by Fulton Oursler, another by his wife, Grace Perkins, and the third by

Clement Wood. An important autobiography is that of Robert Graves (Cape & Smith), which the English *Daily Herald* called "the most sensational book on the Great War which has yet appeared in England." Chester Verne Easum has written an interesting study of Carl Schurz, which comes in a well-made book from the University of Chicago Press. Another little volume from the same Press is the second in its series on American policies abroad, a study of the United States and the Caribbean countries by Jones, Norton and Moon. An earlier volume was on Mexico.

With the advent of St. John Ervine's play on Broadway comes "The First Mrs. Fraser" from Macmillan. For little theatre groups is a handbook on dramatic costume by Dabney and Wise, (Crofts).

A delightful little book for the traveler who knows his Paris, or wants to know it is F. G. Hurrell's "The Lantern Show of Paris," very fully illustrated.

From that old seaport, New Bedford, comes a collection of whaling anecdotes by Arthur C. Watson. An authoritative book, containing many valuable maps, is an economic and regional geography of Asia by L. Dudley Stamp (Dutton). "Retailing Tomorrow" is another informative book by John Guernsey, vice-president of a group of department stores on the Pacific coast. "Homecraft Rugs" by Lydia Walker should have a big feminine audience.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of January 11, 1930

Angell, Robert Cooley, ed.

A study in undergraduate adjustment. 173p. (bibl. footnotes) D [c. '30] Chic., Univ. of Chic. Press \$2

An investigation by case and statistical methods of the problems of the undergraduate. This study was sponsored by the sociology department and financed by the Faculty Research Fund of the University of Michigan.

Barton, George A., D.D.

The royal inscriptions of Sumer and Akkad. 428p. O (Lib. of ancient Semitic inscriptions, v. 1) '29 c. New Haven, Conn., Yale \$6.50

These royal inscriptions form the earliest historical records of ancient Babylonia, and are here translated and published for the American Oriental Society.

Bennion, Edmund B.

Breadmaking; its principles and practice. 260p. il. O (Oxford technical pub'ns) '29 N. Y., Oxford \$5

Berge, Victor, and Lanier, Henry Wysham

Pearl diver; adventuring over and under southern seas. 368p. il. O c. Garden City, N. Y., Doubleday, Doran \$4

The wandering, adventurous life of Victor Berge, who ran away to sea as a boy, and became a pearl diver.

Berndt, Walter

Smitty at the ball game. 86p. il. O (Smitty ser.) '29 N. Y., Cupples & Leon 50 c.

Bible

The book of Jonah; reprinted from the King James version of the Holy Bible [lim. ed.]. 15p. S '29 Yellow Springs, O., Kahoe & Co. bds. \$1.25, bxd.

The Pentateuch and Haftorahs; Hebrew text, English translation and commentary; ed. by J. H. Hertz; v. 1, Genesis. 560p. O '29 N. Y., Oxford \$3

Bird, Frederick L., and Ryan, Frances M.

The recall of public officers; a study of the operation of the recall in California. 411p. (6p. bibl.) O c. N. Y., Macmillan \$4

Ames, Grace H.

My spiritual-mental radiograms [verse]. 31p. O (Stratford poets) [c. '29] Bost., Stratford pap. 50 c.

Anderson, Glenn I.

Projects in art for high schools. 64p. il. diagrs. obl. O '29 c. Lincoln, Neb., Univ. Pub. Co. pap. 96 c.

Andress, James Mace, and Brown, Maud A.

Experiments in health. 215p. diagrs. D [c. '29] Bost., Ginn pap. 48 c.

Babcock, K. W., and Vance, A. M.

The corn borer in Central Europe; a review of investigations from 1924 to 1927. 54p. (bibl.) il. map diagrs. O (U. S. Dep't of Agri., technical bull. no. 135) '29 Wash. D. C., Gov't Pr. Off.; Sup't of Doc. pap. 20 c.

Boyd, Harriet

Animal crackers. 48p. il. (col.) O '29 Akron, O., Saalfeld Pub. Co. bds. 75 c.

Cabbages and peanuts. 48p. il. (col.) O '29 Akron, O., Saalfeld Pub. Co. bds. 75 c.

Brand, Max

Mystery ranch. 270p. D '30, c. '28, '30 N. Y., Dodd, Mead \$2

An exciting western mystery story.

British year book of international law (The), 1929, with general index 1920-1929. 344p. O [c. '29] N. Y., Oxford \$6

Bryant, Minor

Joy book. 36p. il. F (Busy-work b'ks no. 1189) '29 Akron, O., Saalfeld Pub. Co. bds. 50 c.

Buxton, L. H. Dudley

China, the land and the people; a human geography, with a chapter on the climate by W. G. Kendrew. 340p. il. maps. diagrs. O '29 N. Y., Oxford \$5

Cady, John F.

Foreign intervention in the Rio de la Plata, 1838-50; a study of French, British, and American policy in relation to the Dictator Juan Manuel Rosas. 310p. (18p. bibl.) O '29 c. Phil., Univ. of Pa. Press \$4

Carey, Michael Thomas

Legal solutions of business problems. 427p. O '29 Phil., Business Law Pub. Co., Land Title Bldg. buck. \$3

Cary, Lucian

One lovely moron. 293p. D '30 c. '29, '30 Garden City, N. Y., Doubleday, Doran \$2

An amusing story about Michael Torr, a young professor of applied psychology, who accidentally shot the university president's daughter, a beautiful moron, in the leg and fell in love.

Chalmers, Stephen

The crime in Car 13. 293p. D (Crime club) c. Garden City, N. Y., Doubleday, Doran \$2

Why was the Englishman, who was traveling on an important mission of state, strangled as he slept in his berth on the Adirondack-Montreal Limited?

Baketel, Oliver Sherman, ed.

The Methodist year book, 1930. 282p. il. D '30 N. Y., Methodist Bk. pap. 50 c.

Blachly, Charles Dallas

The mechanics of heredity. 17p. (bibl.) diagrs. O c. '29 [Oklahoma City, Okla., A. M. Boles Pr. Co., 10 S. Harvey St.] apply

Bradley, Nathan Turner

Useful mathematical calculations; a handbook of more than 16,000 calculations for the benefit of dealers in eggs, poultry, meats, hides, wool, fruits, vegetables and general merchandise. 136p. front. (por.) O [c. '29] [Mexico, Mo., Missouri Pr. & Pub. Co.] apply

Chambers, Mrs. Mary Davoren Molony
Table etiquette, menus and much besides. 265p. il. D '29 Bost., Bost. Cooking-School Mag. Co., 221 Columbus Ave. \$1.75

Childe, V. Gordon
The Danube in prehistory. 500p. il. maps. diagrs. O '29 N. Y., Oxford \$15

Cobe, Adèle F.
Tone poems for tiny tots. 47p. il. Q [c. '29] [Hollywood, Cal., Hollycrofters, Inc., 5857 Hollywood Blvd.] bds. \$1.50

Twelve poems for small children set to single note music.

Cohen, Octavus Roy
Six seconds of darkness [new ed.]. 299p. D '30, c. '18 N. Y., Dodd, Mead \$2

Cox, Enos Kincheloe, D.D.
"Where is the Lord God of Elijah?" introd. by Byron Hoover De Ment. 127p. D [c. '29] Chic., Bible Inst. Colportage Ass'n 75c.; pap., 25c.

Cram, Ralph Adams
The Catholic Church and art. 121p. D (Calvert ser.) c. N. Y., Macmillan \$1

Dabney, Edith, and Wise, Claude Merton
A book of dramatic costume. 173p. (2p. bibl.) il. diagrs. O c. N. Y., F. S. Crofts \$3
Descriptions and pictures of the costumes of most of the peoples and periods touched by dramatic literature.

Dakin, John E.
Rhythmic infinity; a philosophic hypothesis. 85p. D '29 c. N. Y., Walter Neale \$2
A philosophical poem.

Dampier-Whetham, W. C. D.
A history of science, and its relations with philosophy and religion. 535p. O '29 N. Y., Macmillan \$6

Davis, John William
Party government in the United States. 68p. (bibl. footnotes) D (Stafford Little lectures, 1929) '29 c. Princeton, N. J., Princeton Univ. Press \$1.25
By the former ambassador to Great Britain and Democratic candidate for President.

Dell, Ethel May
Peggy by request. 404p. D (Copyright fiction) [c. '28] N. Y., Burt 75c.

Dodge, Mrs. Ida Flood
Our Arizona. 189p. il. maps S [c. '29] N. Y., Scribner \$1.20

Dressel, Herman, and others
The Laidlaw readers; grades 1-8; supplementary aids. various p. il. (col.) D [c. '29] Chic., Laidlaw Bros. 60c.-\$1.12

Cook, William Wilson
American institutions and their preservation; 2 v.; 2nd ed. continuous p. diagrs. O [c. '29] [Norwood, Mass., Norwood Press] \$2

Crosser, Nora Badger
Poems. 144p. O [c. '29] [Balt., Day Pr. Co., 600 E. Lombard St.] apply

Dodge, Henry Nehemiah
The way by which we came. 29p. il. (pors.) S [n. d.] Bost., Universalist Pub. House pap. 25c.

Dryden, John, and Howard, Sir Robert
Text of An essay of dramatic poesy, The Indian emperor, and The Duke of Lerma, with other controversial matter; ed. by D. D. Arundell. 301p. O '29 N. Y., Macmillan \$3.50

Duddy, Edward Augustin
The cold-storage industry in the United States. 121p. maps. diagrs. O (Materials for study of business) [c. '29] Chic., Univ. of Chic. Press \$2

A survey of the growth and distribution of cold-storage warehouse space in the United States from 1920-1927 from data by the U. S. Department of Agriculture.

Easum, Chester Verne
The Americanization of Carl Schurz. 385p. (6p. bibl.) D [c. '29] Chic., Univ. of Chic. Press \$3.50

A study of Carl Schurz' first ten years in the United States from his arrival as a German immigrant in 1852 to his return to Europe as an American diplomatic representative in Spain.

Ellis, Pearl Idelia
Americanization through homemaking. 65p. il. D '29 c. Los Angeles, Wetzel Pub. Co. bds. \$2

Training the foreign girl in American homemaking as it has been applied to Mexican girls.

Ervine, St. John Greer
The first Mrs. Fraser; a comedy in three acts. 88p. D c. N. Y., Macmillan \$1.25
This comedy is now playing in New York.

Escholier, Raymond
Victor Hugo; tr. by Lewis Galantière, 315p. il. O c. N. Y., [Brewer & Warren, 6 E. 53rd St.] \$5

A biography of the great French writer by the custodian of the Victor Hugo Museum.

Ewer, Bernard C.
Social psychology. 445p. O '29 N. Y., Macmillan \$2.25

Federal tax course, 1930. 250p. Q '30 N. Y., Prentice-Hall looseleaf, \$10

Fletcher, Joseph Smith
The secret of secrets. 313p. D (Copyright fiction) [c. '29] N. Y., Burt 75c.

Florence, Philip Sargent
The statistical method in economics and political science; a treatise on the quantitative and institutional approach to social and industrial problems. 545p. (bibl. footnotes) O (Internat'l lib. of psych., phil. and scientific method) '29 N. Y., Harcourt \$7.50

Easterby, J. H.
History of the St. Andrew's Society of Charleston, South Carolina, 1729-1929. 154p. (bibl. note) il. O '29 Charleston, S. C., St. Andrew's Soc., Broad St. fab. priv. pr.

Elliott, Rev. Spencer H.
The romance of marriage. 78p. S [c. '29] [N. Y., Macmillan] pap. apply

Ford, R. Clyde

Sandy MacDonald's man; a tale of the Mackinaw fur trade. 207p. '29 Lansing, Mich., Mich. School Service, 117 W. Shiawassee St. \$1.08

Fraser, Ferrin L.

The passionate angel. 240p. D [c. '30] N. Y., Sears \$2

The story of Melanie, beautiful and adored, and of two men among her many, Peter and Perry, who most influenced her life.

Frear, Mary Emma Dillingham [Mrs. Walter Francis Frear]

Our familiar island trees. 175p. il. (pt. col.) D [c. '29] Bost., Badger \$1.50 A guide to the trees, shrubs and vines of Hawaii.

Freeman, Richard Austin

The mystery of thirty one, New Inn. 318p. D '30 N. Y., Dodd, Mead \$2 An early Dr. Thorndyke detective story that has been out of print.

Gardner, Charles R.

Historic Philadelphia; twelve woodcuts. no p. il. O (Univ. of Wash. chapb'ks no. 33) '29 c. Seattle, Wash., Univ. of Wash. Bk. Store pap. 65 c.

Gilbert, Anthony

The mystery of the open window. 307p. D c. N. Y., Dodd, Mead \$2 The murder of Sir Hector Ascher in a small inn in an obscure quarter of Paris.

Gilmore, Albert Field

Fellowship; the biography of a man and a business. 291p. il. O [c. '29] Bost., Stratford \$3.50 The career of Clarence H. Howard and his management of the Commonwealth Steel Co.

Glasgow, Ellen Anderson Gholson

The battle-ground. 456p. O (Old Dominion ed.) '29, c. '02, '29 Garden City, N. Y., Doubleday, Doran \$2.50

The deliverance; a romance of the Virginia tobacco fields. 464p. O (Old Dominion ed.) '29, c. '04, '29 Garden City, N. Y., Doubleday, Doran \$2.50

They stooped to folly; a comedy of morals. 351p. O (Old dominion ed.) '29 c. Garden City, N. Y., Doubleday, Doran \$2.50

Virginia. 488p. O (Old Dominion ed.) '29, c. '13, '29 Garden City, N. Y., Doubleday, Doran \$2.50

These four novels in the Old Dominion edition come boxed for \$10, each containing a new preface by the author.

Goddard, Pliny Earle

The Bear River dialect of Athapascans. 32p. Q (Pub'n's in Amer. archaeology and ethnology, v. 24, no. 5) '29 Berkeley, Cal., Univ. of Cal. Press pap. 40 c.

Gray, William S., ed.

The junior college curriculum. 269p. (15p. bibl.) diagrs. O (Inst. for Administrative Officers of Higher Insts., proceedings, v. 1) [c. '29] Chic., Univ. of Chic. Press pap. \$2

Greifer, Eli

Rimes of a jolly rebel. 48p. D [c. '29] N. Y., Astoria Press, 61 E. 4th St. apply

Graves, Robert

Good-bye to all that; an autobiography. 430p. il maps O [c. '30] N. Y., Cape & Smith \$3

A young English writer gives a frank account of his life, particularly emphasizing his experiences and adventures during the World War and its influence upon him.

Guernsey, John

Retailing tomorrow; practical retailer's view of the future of his profession. 239p. il. O [c. '29] N. Y., [Textile Pub. Co.] \$5

Facts about retailing, both in chain and independent stores throughout the country, which show the present problems and weaknesses of modern retailing in the hope of future improvement and progress.

Henry, Jerry Maurice

The heart of the crimson cross. 394p. D [c. '29] Bost., Stratford \$2.50

A shattered romance is renewed in France during the War.

Hughes, Ray Osgood

Fundamentals of economics. 523p. (3p. bibl.) il. maps. diagrs. D [c. '29] Bost., Allyn & Bacon \$1.80

A textbook for secondary schools.

Hughes, Rupert

The lovely ducklings. 310p D (Copyright fiction) [c. '27, '28] N. Y., Burt 75 c.

Hurrell, F. G.

The lantern show of Paris; foreword by André Maurois. 245p. il. D [n. d.] N. Y., Cape & Smith \$3

Word pictures of Paris, in all its seasons, in all its moods and walks of life.

Hyer, Helen von Koltz

Magnificent squeak. 48p. il. (col.) O (Ser. no. 300) '29 Akron, O., Saalfield Pub. Co. bds. 75 c., bxd.

Index Kewensis; an enumeration of the genera and species of flowering plants from the time of Linnaeus; suppl. 7, Additional references for the years 1921-1925; by A. W. Hill. 264p. F '29 N. Y., Oxford \$25

Johnson, Margaret Fullerton

Manual of cataloging and classification for elementary school libraries. 53p. D '29 c. N. Y., H. W. Wilson pap. 50 c.

Jones, Chester Lloyd, and others

The United States and the Caribbean. 240p. (7p. bibl.) map S (Amer. policies abroad) [c. '29] Chic., Univ. of Chic. Press bds. \$1.50

Containing an historical statement concerning the relations of America with the countries of the Caribbean and two opposing articles, one in defense of our dealings with these countries, the other a criticism.

Hamilton, James Baker

Suppression of pipe intake losses by various degrees of rounding. 35p. (bibl. footnotes) il. diagrs. O (Engineering Experiment Sta. ser., bull. no. 51) '29 Seattle, Wash., Univ. of Wash. pap. 35 c.

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Hopkins, Harry C.

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Lane-Greene unit-achievement tests in plane geometry and examiner's manual; 12 tests. Q c. '29 Bost., Ginn pap. 68 c. or 80 c., ea.

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Bookkeeping principles and practice; 2 v. 1929 ed. 303p.; 460p. O '29 N. Y., Prentice-Hall. \$1.60, ea.; teachers' manuals, \$1, ea.; syllabus, 25 c. ea.

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Old and Rare Books

Frederick M. Hopkins

THE New York book sales before the holidays had little significance. There were but few sales, and prices followed pretty closely conservative appraisals. Items of extraordinary rarity and value brought good prices, as is generally the case, and occasionally new high records were made. In the next six weeks some important sales will be held and collectors will watch the prices with a good deal of interest. Consignors do not feel enthusiastic about selling this season, but they may change their minds if they have good reasons to do it. Good reports have been received from London, and it said that American dealers and collectors were very active before the holidays and did not hesitate to pay high prices for anything that interested them. American competition was an important factor in maintaining prices. Although some good buyers dropped out, attributed to the stock market flurry, many new buyers took their places and bought heavily. The prospects for the remainder of the season are regarded as very favorable.

ONE of the largest groups of works illustrated by George Cruikshank that has come into the auction market in many years, including books from the collections of Bruton, Douglas, Truman, and other famous Cruikshank collectors, will be sold by the American Art Association, Anderson Galleries, Inc., in two parts; part one, January 16 and 17; and part two, January 29 and 30. This collection, the property of the late Sir David Lionel Goldschmid-Stern Salomons, of Tunbridge Wells, England, comprises, in addition to its Cruikshank material, a remarkable collection of colored plate books by Alken, Crowquill, and others; first editions of Charles Dickens; the ornithological works of John

Gould; sporting books by Egan, Aupperley, Surtees, Westmacott and others, all fine copies in choice condition. With few exceptions, they are all elegantly bound by Rivière, Zaehnsdorf, Tout, and other well-known binders. The owner of this library, a scientist and the inventor of the electric automobile, was also interested in aeronautics and formed a collection of original drawings, rare engravings, portraits and posters depicting the history of ballooning and aerial invention by Montgolfier and others to the year 1869. This material is bound in three imperial folio volumes and is said to be one of the most extensive and complete of its kind and for the period covered in existence. This sale contains more than a thousand items and will make one of the most interesting and important sales of the season.

THE autograph collection of the late Dr. Joseph I. Cohen, of Baltimore, Maryland, will be sold by the American Art Association, Anderson Galleries, Inc., in the evening session on January 15. The collection includes all of the Signers of the Declaration of Independence with the exception of Lynch and Gwinnett; an extensive correspondence of Charles Carroll of Carrollton; and an exhaustive and practically complete collection of Colonial and Continental currency, including 125 specimens printed by Benjamin Franklin, accompanied by manuscript material for a history of Continental currency. Other important items include a war letter written by Abraham Clark, Elizabethtown, May 21, 1776, to Elias Dayton, "Colonel of the Third New Jersey Battalion, On their March to Canada," written but a month before Clark's election to the Continental Congress, where he signed the Declaration; an important

historical letter by Benjamin Franklin, noting the exact time when he assumed control of the Post Office Department, and telling of his activities therein; manuscript ordinances prepared for the Committee for Revision of the Laws of Virginia in 1776, with an index in the handwriting of Thomas Jefferson; a letter in which Francis Lightfoot Lee calls Jefferson an aristocrat and John Adams a republican; and the official letter of instructions from the Committee of the Continental Congress to General Robert Montgomery, on his advance to Quebec.

CATALOG No. 531, of Maggs Bros., of London, comprising "English literature of the 19th and 20th centuries, being a selection of first and early editions of the works of esteemed authors and book-illustrators, together with books on sports and pastimes" has just reached us. It has 400 pages and 2,266 items and is a careful selection of books now in much demand. Authors well represented by items of distinction include Jane Austen, Sir James Barrie, William Blake, George Borrow, Lord Byron, the Brontë Sisters, Robert and Elizabeth Barrett Browning, Lewis Carroll, Samuel Taylor Coleridge, Joseph Conrad, Charles Dickens, Edward Fitzgerald, Thomas Hardy, W. H. Hudson, Rudyard Kipling, Charles Lamb, Charles Lever, George Meredith, D. G. Rossetti, Sir Walter Scott, Bernard Shaw, Robert Louis Stevenson, A. C. Swinburne, Lord Tennyson and W. M. Thackeray. The sporting and colored plate books, including the great illustrators, are of special interest and value.

THE exhibition of recent acquisitions by the music division of the New York Public Library represents the most important addition to its collection made in many years. These books, scores and manuscripts have been acquired by purchase at auction sales of the Werner Wolfheim Library—the finest private musical library in Europe—which took place in June, 1928, and June, 1929. The purchases were made possible by contributions from the Beethoven Association, the Carnegie Association, Harry Harkness Flagler and the Juilliard Musical Foundation.

The scores purchased in 1928 and 1929 add largely to the value of the purchases. Through the noteworthy part that the New York Public Library was enabled to take in the two sales it secured 450 of the 4,000 items, many of the single items running to dozens of volumes, covering the whole wide range of historical musical literature, books about both music and compositions.

THE papers of Gen. Sir Thomas Gage, British commander-in-chief in America from 1763 to 1775, have just come into possession of the University of Michigan, Ann Arbor, through the gift of William L. Clements. The announcement was made last week at the meeting of the American Historical Association by Randolph G. Adams, director of the University of Michigan Library. "Involved in the documents," the announcement says, "is the correspondence between Gen. Gage as the King's principal representative in America and all the Colonial governors, all of the British commanders, both on the eastern seaboard and on the frontier posts, and thousands of letters with the disgruntled merchants and business men whose irritation caused the Revolution." The historical value of these papers for the period covered is of the greatest value.

AMERICANA, including books, pamphlets, broadsides, autographs, documents and first editions of American authors, will be sold by Charles F. Hartman, at Metuchen, N. J., January 18. The historical material is mainly of the Colonial, Revolutionary War, and early nineteenth century, and includes many important, fine and valuable items. The first editions of American authors include works of Paul Laurence Dunbar, Emerson, Eugene Field, Bret Harte, Hawthorne, Holmes, Longfellow, Lowell, Poe, Harriet Beecher Stowe, Bayard Taylor and Whittier.

AHITHERTO unpublished play by Alfred Tennyson, "The Devil and the Lady," is announced for publication this month by the Macmillan Company. The play was written when the poet was fourteen years old and the chief interest in

it will be as a juvenile production. It has been edited by the poet's grandson, and will be printed in an edition of 500 copies. Tennyson collectors will, of course, want it, and should soon exhaust the edition.

"THE NEWS-LETTER" of the LXIVMOS, which apparently has not appeared for a considerable period, reappears, this issue under the title of the "Missing News-Letter." It is issued from its original starting point, 55 Green Street, Brookline, Mass., and includes an article on the binding of miniature books by Sanguorski, a letter from Governor Franklin D. Roosevelt, and the promise of an article by ... A. S. W. Rosenbach.

REPRESENTATIVE COLLINS has introduced a bill into the House of Representatives to authorize the Secretary of the Treasury to purchase the famous Vollbehr collection of incunabula, this to be deposited in the Library of Congress and known as "The Herbert Putnam Collection of Incunabula." The sum authorized is to be \$1,500,000. The Vollbehr collection includes 4,500 books in all, the most extensive collection in private hands, and includes one of the three known copies of the Gutenberg Bible on vellum, which alone is worth over on-fifth of the whole sum authorized.

DUTTONS, INC., in their rare book department have had the interesting thought of arranging a catalog of selected books in chronological order, beginning very appropriately with the "Nuremberg Chronicle," 1493, the German text, and coming down through to 1929, the books from the latter year having been selected as worth while from the collector's point of view. The rarest book in the collection is a vellum copy of the Kelmscott Chaucer, of which only 13 copies were issued. This book is valued at \$35,000. There are also copies of Milton's Poems, 1645, Blake's illustrations to the Book of Job, 1825, Thomas Hardy in a collected edition of 49 volumes, first edition of Hardy's "The Dynasts," etc.

Auction Calendar

Saturday morning, January 18th, at 10:30 o'clock.
Americana, printed and in manuscript, books, autographs and pamphlets, first editions of American

authors, including many important, fine and valuable items. (Items 396.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.

Wednesday morning, January 15th, at 10 o'clock.

An unusual collection of books, pamphlets and broadsides relating to American history, antiques, first editions, genealogy, historical and patriotic society publications, etc. (No. 1; Items 359.) Frank J. Wilder, 28 Warren Ave., Somerville, Mass.

Friday and Saturday afternoons, January 17th and 18th, at 2 o'clock. (Items 349.) The private library of the late Mrs. William F. Sheehan; also the private libraries of Col. Louis F. Praeger of New York City and Mrs. Viola Henderson of New York City, including sets of standard authors, first editions, books in fine leather bindings, "Schoolcraft's Indians" and a rare early American edition of "Robinson Crusoe," etc. Silo's, Vanderbilt Ave. and 45th St., New York City.

Monday and Tuesday evening, January 20th and 21st, at 8:15. First editions in English and American literature, colored plate and press books, selections from the libraries of H. F. Church of Boston and Emanuel Hertz of New York City. (Items 482.) Plaza Art Galleries, Inc., 9 East 59th St., New York City.

Catalogs Received

Allegemeine und Weltgeschichte. (No. 596; Items 1380.) Karl W. Hiersemann, Königstrasse 29, Leipzig, Germany.

American and English first editions. (No. 34; Items 336.) The Bookshop of Harry Stone, 24 East 58th St., New York City.

Americana, autographs, historical reliques, paintings, prints, engravings. (Items 516.) The Union Book Shop, 30 East 14th St., New York City.

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Choice autographs. (No. 189; Items 276.) Goodspeed's, 7 Ashburton Place, Boston, Mass.

Choice selection of books from the library of the late Rev. Canon N. Egerton Leigh, including his valuable Goldsmith and Thackeray collections. (No. 262; Items 1213.) B. H. Blackwell, Ltd., 50 Broad St., Oxford, England.

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Forthcoming Issues

❖ ❖ ❖ Louise Bonney, author of "A Shopping Guide to Paris" and "French Cooking For American Kitchens," has written for next week's issue an article on modern bookcases, called "Books and Modern Decoration." It will be illustrated with some lovely photographs of ultra modern bookcases in ultra modern decorating schemes. ❖ ❖ ❖

❖ ❖ ❖ "Hiawatha" will be the next in John Winterich's series, "The Romantic Stories of Books." Among the illustrations will be a reproduction of a Currier and Ives print of "Hiawatha." ❖ ❖ ❖

❖ ❖ ❖ The Annual Summary Number will be published January 25. It will contain compilations of facts and figures of perennial interest to the booktrade; it

will also include, as usual, many of the reports read at the annual meeting of the National Association of Book Publishers.

❖ ❖ ❖

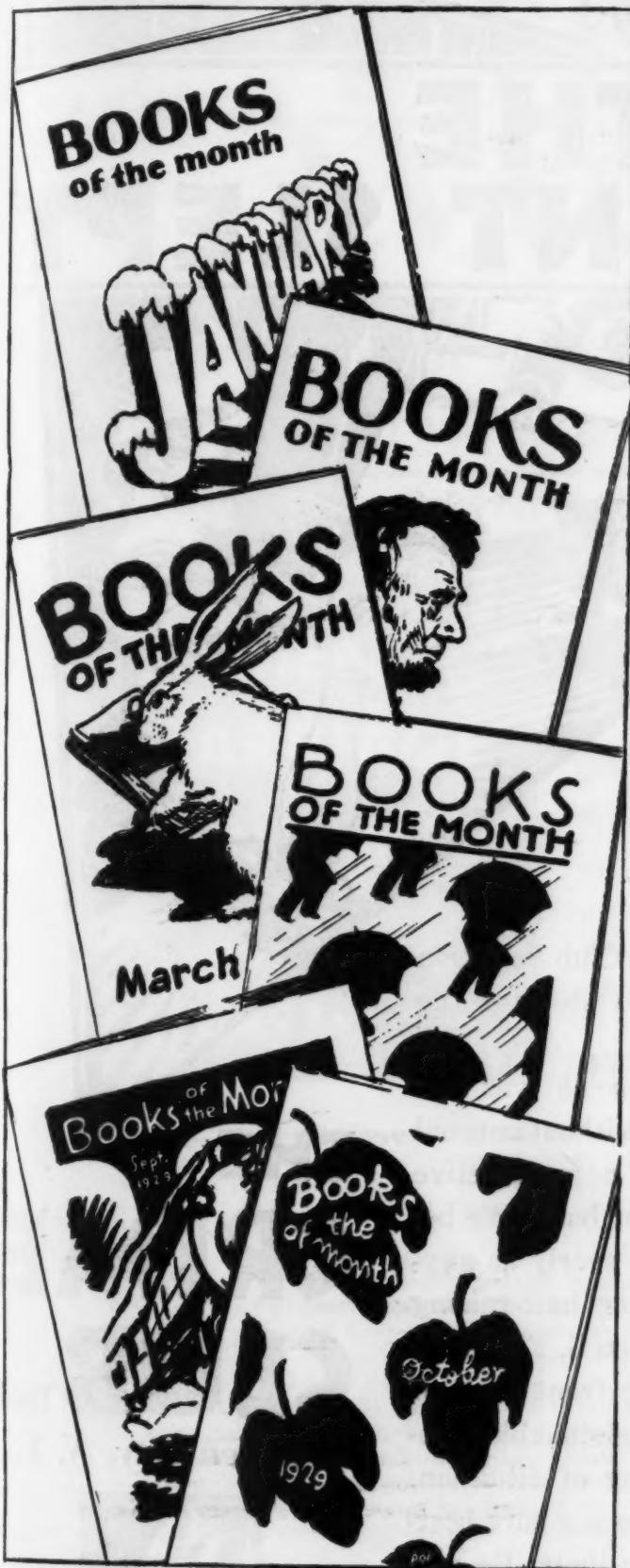
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The American Booktrade Journal

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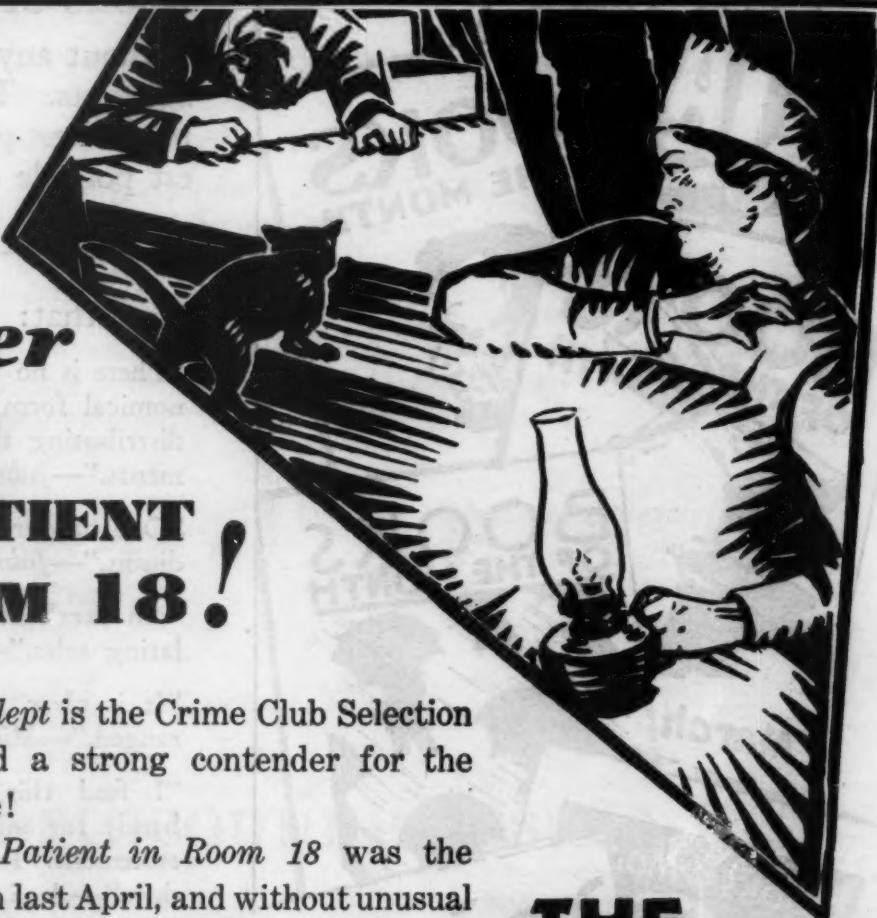
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